

# Costco is the Government obedience training institution



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## 1. Defining the problem

*"The devil is in the detail."*

*"Do not think lightly of evil, saying 'It won't affect me.' As a vessel is filled with water drops by drop, a madman fills himself with evil, by committing evil little by little."*

*- [Dhammapada] Buddhist wisdom.*

*"It is incredible how a people becomes subject and obey so easily and so willingly! How easily we learn to swallow, and not to find bitter, the venom of servitude."*

*- Etienne de la Boetie, "The Politics of Obedience: The Discourse of Voluntary Servitude".*

### a. The problem of servitude and the lost sense of freedom

As a result of lifelong brainwashing, moral principles went upside down in most people's minds, and the sense of freedom so subdued, that the points of multiple subjection became a norm. Seeing a problem in the following situations may no longer be easy.

*"Yet, there are always a few, better endowed than others, who feel the weight of the yoke and cannot restrain themselves from attempting to shake it off. For them, slavery has no satisfaction, no matter how well disguised."*

*- Etienne de la Boetie.*

We owe those concerned, caring souls for the videos they've posted, and the opinions shared.

### b. The situation: Receipt check procedure.

*"First thing in fighting a problem is recognizing there is one."  
( from the movie "The Most Honest Three Minutes In  
Television History")*

So, here's the case.

## At Dillard's

*A video is obtained by CBS 11 showing hundreds of customers at a Collin county department store may have been unknowingly subjected to illegal searches, and some of those customers in fact are outraged tonight they're demanding answers.*

*The management of this Dillard's store in Fairview going to possibly illegal extremes to prevent shoplifting during a New Year's Day sale. They hired about a half dozen police officers and sheriff's deputies to search the bags of exiting customers.*

*The scene inside the store was pretty chaotic, there was... it was just a sea of people in there. **Armed police officers, hired by the store, going through customers' bags before they were allowed to leave.***

*At this point there was a line of probably 30 people deep waiting just to get out of the store, and no one could get past these officers unless they had their receipt in their hand and open their bags. The manager ordered the bag searches.*

*"As law enforcement, **we don't have the authority to check someone's things without a probable cause.**" Sheriff Jim Skinner says the **enforcement of Dillard's house rules was unacceptable. That was in abuse.**" (from video "Receipt checking without probable cause")*

## Receipt check at Walmart and Costco

Other similar cases people have encountered at Walmart.

- *"They're doing this at my local Walmart – asking people to show their receipt. And, based on what I saw on Internet, **a lot of people don't like this.** And I'm glad that they don't like it. Because **it's just another form of control. Business usurping authority over people.**"*

- from a private video "Walmart Treats Customers Like Criminals"

Another video shows:

- "Let me see your receipt!"

"No! Why do you need to see the receipt? I want to be free to go. **I don't have to show the receipt.**"

"Yeah, you do."

And one more incident:

- "I'm being harassed at Walmart. These two guys here want to check... I paid with my debit card, by US bank debit card on aisle seven. I don't know what you guys see in here there's no alcohol, there's nothing but groceries here. You accuse me of shoplifting? Is this what you're going? Then **what are you doing? I'm not showing you my receipt.** You guys can kiss my ass. No, this is all bullshit. **You guys are harassing me.** Here, I want to return all this now. Are you paying me or what?" - "We're not paying you anything." - "Alright. Then you kiss my ass, jackass!"

And here are the cases we have experienced at Costco.

- "Every time we come here, I feel like I'm a thief."

"Yeah? Why?"

"Because we paid already. These guys standing, they don't have goods, they don't have cashier."

- "Have you heard of presumption of innocence?"

"Of course I have."

"Then why you're acting from another point?"

- "Basically, by doing this, you're accusing me of stealing."

"I'm not accusing you."

- "This is private property. I don't even have to let you shop here."

"That's my private property now that I've purchased it."

So, what's the problem? Well, besides those obvious inconveniences of "long lines", like "a line of probably 30 people deep waiting just to get out of the store", our conscience tells us: "There's something wrong with this picture!":

- "You guys go to Costco? Security is pretty tight, isn't it? You know, **when you leave and they take your f\*\*\* receipt, like you're a goddamn criminal?**"
  - "Are we free to go?" – "No you're not.. You need to show me the receipt."
  - "Calm down. He asked you a question. Just you calm down, OK?"  
"Why you calm me down?"  
"You're such an ass!"
  - "What's your name? You grabbed my cart when I'm trying to go out."
  - "We can call cops!"  
"You can call! Call the police! I encourage you to call the police."
  - "Okay. So, unfortunately we cannot let you leave unless we see your receipt for this product."  
"But you're holding me a hostage. You're a kidnapper now. "  
"No, absolutely not. No, you can leave right now..."  
"Oh, yes! And I'll leave with my purchase."  
"Absolutely not!"  
"You're using force!"
  - **"You can't just twist my arm up like that."**  
**"I asked you to stop, and you continued to walk."**  
"Cuz I know I haven't done anything, so I don't have to stop to you."  
"I gave you a lawful order. I give you an order to stop you stop. I gave you a lawful order."  
"It's an unlawful order. What's the crime? If I paid for that, that makes it mine."  
"We were determining if you paid for it or not, okay?"  
"Learn to be a peace officer, you don't know what you're doing. You're not safe out here, with your gun in your badge."
- Just notice where what's going on here – a man wearing a gun commands a customer to stop, and if the customer wouldn't stop, the gunman was going to shoot him! Is business going overboard nowadays with their "rules", don't you think?
- "See, if we don't send them the message now, that this isn't going to be tolerated, **what are they going to do next? Are they going to start looking in women's purses, are they going to start looking at people's pockets, and doing searches on the bodies? See, when does**

***this stop?”***

- *“Yes, are you going to use force? No. Then I go.”*
- “We’re going to keep the product, though.”*
- “You’re using force! You’re violent people!”*
- ***“That’s how the war starts. From the beginning to conform. Just because you got a uniform on...”***

A lot of people feel what this headline says: “Costco and Sam’s **Treat Me Like a Criminal**”. And it’s not just a subjective opinion. Some people recall: “In many jurisdictions it is not legal for them to stop and check”.

We started looking for answers to these questions:

- Why Costco and Walmart at times are so insistent with their receipt checking?
- Is this is so necessary for their business, to make it worth upsetting customers and losing them?
- Aren’t there workarounds?

And here’s what the employees came up with. Some given reasons are more obvious than others:

- *“Why? Why you’re stopping people?”*
- *“Because it’s for the loss prevention.”*
- *“To verify is there was a purchase.”*
- *“We want to make sure that the product you brought that’s going out is the right product that was paid for.”*

They’ve also generated nonsensical ideas like these:

- *“To make sure that they’re doing their job.”*  
(And they involve customers in their quality control, as if they were hired to do that!)
- *“We’re making sure that everything is correct, and it doesn’t come back again.”*  
(As if hundreds of thousands workers for 50 years since inception, wasn’t enough to come up with such business processes that’d ensure this issue doesn’t come up again!)

But even the employees quickly ran out of ideas and jumped to “because I said so”-type justifications:

- “Yes but you know the policy here, we need to check your receipt, okay?”
- “***That's our policy*** that we always check receipts.”

And the crispest answer the doorman gave, by making a divine idol out the cardboard sign:

- “What does that sign say?” – “That's immoral!”(we answered) –  
“What does that sign say?” (a greeter insisted)

All that mayhem with reasoning the policy out was clearly a bad sign!

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*“When the explanation of an action requires sophisticated reasoning, you can be assured that the action is immoral.  
Moral decisions are straight and simple.”  
- Lev Tolstoy*

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But let's look at the facts.

## 2. Understanding of the Reasons

Based on disparate responses, we've come up with a list of major viewpoints on why Costco would be so insistent on keeping the receipt checking policy.

Let's see if these **justifications** pass the common sense test and are supported by facts:

- 1) Quality of manual control;
- 2) Meeting thieves right at their lodge;
- 3) Inherent frugality;
- 4) Not looking for an easy way: treatment vs. prevention;
- 5) “If we get rid of this, they gonna have to put cameras then. Then the government's watching us...”;
- 6) Becoming the Survivor of theft epidemics;

## 7) Other psychological warfare.

The highest Costco's authority we spoke with was their regional manager Larry Pifer, and on the phone with us he said: *"It's a control point, from the merchandize standpoint."*

So, we'll start our investigation from this "merchandize standpoint".

### 1) Quality of manual control

The most common claim we heard was this: *"We want to make sure that there's no error on the receipt."*

Can you imagine? In year 2019, at the verge of artificial intelligence, the biggest company in the world choses to ignore all those human brain achievements in technology and to rely instead on primitive manual receipt examination! They even involve the customers in this quality assurance! Who's going to compensate our involvement and time?

And most importantly - how they only manage to hire those magicians for the minimal pay, able to perform all the mind calculations at a strike of a pen - consistently all-day-long, and in the pressure of rush hours?

- *"Tom has build a unique talent – he determines what you spent by looking at your cart. Sometimes he's off, sometimes – dead on."*  
(from video "Glendale Costco Receipt Checker")

Wow. "Sometimes – on, sometimes off"! That's a consistency Costco needs, to finally sleep sound knowing they've caught all their cashiers' errors!

Seriously, if they say cashiers make mistakes, how many more errors are expected from a doorman glance at the cart and the printout?

And who does the quality control of these guys' work? Where does this chain of receipt verifications stop? Tell me, how do they measure the receipt checkers' quality, huh?



Actually, at least one customer did that, and wrote:

- *"I once did a test to check this actually. What I did was paid for about 10 items then return to purchase more things. **I handed the checker my 1<sup>st</sup> receipt while withholding the later one. To my astonishment, the nice ticket checking lady proceed to tell me "have a nice day sir" after drawing a happy face balloon for my kids. I then said "oh, forgot about this one."** She then said "oh" and proceed to put a straight line on that receipt as well."*

Now, as an excuse, some Costco employees claim they're doing it for our own benefits:

- *"They stop people to make sure they didn't happen to double-charge."*
- *"...to make sure we do not overcharge you."*

But do they really care if a customer gets overcharged? Listen what insiders say:

- **"The answer is no. As I have experienced it before, they will not inform the customer of that mistake. Whatever anyone will tell differently, trust me... it never happens."**

Someone else also highly doubts:

- **"I have never understood why Costco has to check receipts at the door. I asked and was told they are there to make sure Costco did not accidentally overcharge you. Call me a skeptic, but I find that a bit hard to believe."** (from [former Costco employees' and customers' opinions on Quora online.](#))

It is hard to believe that Costco would run this charity – by throwing that much money on the human resources, just to “make sure they didn’t happen to overcharge” the customers. More than that, if a beneficiary of their generosity declines this extra service – he:

1. gets yelled at,
2. his products withheld from him,
3. his membership – cancelled,

4. and he is threatened with an arrest if he approaches the store again.

That's what they did to us. Does this sound like they do what they say, i.e. benefiting us with this procedure?

So let's just drop this lame "not to overcharge you" excuse, and stick to the viewpoint of theft concern, as their highest guru said: *"It's a control point, from the merchandize standpoint."*

## 2) Meeting thieves right at their lodge

First of all, think - as a comedian sums this up - *"Who the f\*\*\* is shoplifting from Costco?"*

Can you imagine shoplifters running away with those Costco's bulk packages? Like this:

- *"That 55 lb pedigree dog food bag I can't lift!"*
- *"Excuse me sir, is there thirty gallon drum of coffee under your jacket?"*
- *"What? What are you talking about? I'm f\*\*\* pregnant!"*

*"You can't steal shit from Costco! Where you're going to f\*\*\* hide the ninety pound bag?.."*

Can you imagine shoplifters in Costco waiting in line for this exit control, with the stolen merchandise and items missing from their receipts? The answers we found:

- *"Surprisingly, in my twelve years working at Costco, the receipt checkers **prevented theft at the door by checking a receipt a grand total of zero times.**"* (from Quora)
- *"**Shoplifters are smart enough not to try to walk out the door** with their stolen merchandise in the shopping cart for everyone to see. Sometimes they'll try to hide some DVDs under the big toilet paper package, but as the cashier is supposed to clear the cart at the register, this strategy of theft fails before getting to the door." (from*

Quora)

- *"Hardly any criminals were caught at the door"* (from the video "The Real Reason Costco Employees Check Receipts at Exits")

And here's what the regional manager Larry Pifer has admitted:

- *"People don't usually STEAL the toilet papers, because they're so large, and people don't usually steal washers and dryers because they're so large."*

Then still why did they do to us that which wasn't necessary in terms of theft prevention?

### 3) Inherent frugality

Another common justification they find is they are the "lower cost providers":

- *"We have one of the lowest price rate in the industry, so..."*

What the manager is trying to say here is that Costco is very prudent in their affairs.

So, let's count if this way is the most economical. How much do these human resources cost them?

With the average \$20/hr pay, this manual "service" costs the company:  
 $\$20/\text{hr} * 12 \text{ hrs (per day)} * 350 \text{ days (Costco is open a year)} = \$84,000 \text{ per year.}$

With two guys standing at the exit, that number doubles, and comes to \$170,000 per year! With two more at the entrance – it quadruples! That's a lot of money wasted, every year, for almost 50 years already!

And how much does a scanner cost? Even if it's in dozens of dollars, with a dozen of years of amortization period, this equipment would bring a hundred times worth savings, compared to the manual labor costs.

Add to that the percentage of unavoidable human error, and you won't look

back to that old-fashioned error-prone manual approach, which is also extremely inefficient and wasteful.

So, next time when you hear something like this:

- *“We want to keep our prices low”,* and
- *“We have one of the lowest price rate in the industry, so...”*,

you know that this isn't a valid excuse for that receipt checking procedure.

#### 4) Not looking for an easy way: treatment vs. prevention

Isn't prevention always better than cure? When the common wisdom tells: “opportunity makes the thief”, or when the police warn: “don't leave your valuables in the car”, wouldn't Costco be also better off re-arranging their stores layout, to place cash registers right before the exit, if they are so concerned?

Then why do they keep building the stores the way they do, regardless of:

- the human resources' expense at the doors,
- regularity of human errors,
- inconveniences of the line-ups,
- customer complaints,
- the risk of losing customers?

#### 5) “If we get rid of this, they gonna have to put cameras then. Then the government's watching us...”

Wouldn't it be nicer for Costco to avoid upsetting customers by putting them in such an uncomfortable situation, and instead do their inventory control in not so intrusive way, which would also eliminate obstructions and delays?

a. Talking about “savings”: they have the whole team of trolls snooping around!

When we looked at other possibilities of “inventory control”, we were surprised to learn that Costco already has those means, also! Here’s what Costco insiders share:

- *“They aren’t really there to prevent theft — **they have cameras and “undercover shoppers”** for that.”*
- *“**I was surprised at the number of inside jobs.**”*
- *“Costco has a well paid loss prevention team.”*

Unexpectedly, our camera has captured numerous Costco employees wearing neither a uniform nor a name tag! Just as the [government was bragging of having their trolls infiltrated all areas of social activities](#), Costco is evidently no exception.

One of the Costco undercover agents was a tall guy without insignia, who had appeared out of the blue, and started lecturing us:

- *“Calm down. He asked you a question. Just you calm down, OK?”*  
*“Why you calm me down?”*  
*“He asked you to see the receipt. Which is a normal standard thing to do. Look, see, does this person argue? Does this person argue? You're such an ass!”*

Why did he appear right when we refused to show our receipt? He’s clearly not a customer, with his ventured interest and walking straight to the employees’ back office. Why he doesn’t show identification? Why he doesn’t want to show that he works for Costco?

Then another Costco troll, with the same role, was passing next to us another day, carrying a bundle of warehouse keys.

One more troll followed us, and having forgotten that he was supposed to be an “undercover”, started interrogating us:

- *“OK, we’ll need your membership card now, so we can look it up in the system, to make sure you’ve purchased that stuff.”*
- *“And who are you, by the way? What’s your name? What’s your home address and bank account number?”*

At least the mind of this young guy was still fresh and he sees the humor of the situation, being caught out of line. Yet, why did he hide his allegiance to Costco, but appeared like a random guy?

Another nameless troll was stealing the cart with our purchases.

Yet another nameless, like an orchestra conductor, was gesticulating the others from aside.

One more of them you can see on video standing next to the greeter, eavesdropping on our conversation with a manager. Again, why was he hiding that he's on Costco's payroll?

We've were even took by surprise by a troll on the parking lot. He showed up when we spoke with people outside the Costco building – dressed like a cart pusher, yet fully armed with pro-government arguments, and started praising the obedience to the government as a “people organizer”. Would a random person be campaigning for something he doesn't personally benefit from?

Costco has got the whole army! Just as they say:

- *“Imagine that you have a hundred and twenty thousand loyal ambassadors out there!”*

We are not even sure if they've included those secret agents in their official numbers!

Which lead us to more curious observations:

- it further disproves their alleged frugality;
- it explains why Costco's parking lot is always full.

Indeed, that's what they say:

- *“Sol made us **park our cars near the warehouse entrance to make it seem like there were lots of customers inside...** For a while there, I wasn't sure we were going to make it.”*

(Leslie Watson, early Price Club employee, July 2001 - from [Sol Price](#)

[the Founder or Price Club, by Coriolis Research](#))

See, this uncovers even more Costco's conspiracies!

b. Cameras are cheaper than human resources, but they already have those, also!

Again - wouldn't the use of technology be cheaper to monitor their inventory? Yet, they say they don't want that:

- *"You have cameras everywhere."*

*"We don't have cameras. You see, if we get rid of this, we're gonna have to put cameras then. Then the government's watching us, so..."*

Curiously though, it's not true that Costco don't use cameras, either - look at these footages:

- *"Surveillance images show suspect stealing laptop from Pompano Costco"*

(from <https://www.sun-sentinel.com/local/broward/pompano-beach/fl-pompano-beach-costco-computer-theft-20150311-story.html>),

- *"Las Vegas police look for 4 in Summerlin Costco robbery",*

(<https://www.reviewjournal.com/crime/robberies/las-vegas-police-look-for-4-in-summerlin-costco-robbery-video/>),

- *"Surveillance video shows off-duty officer tracking Costco gunman".*

Although all these images look to us like staged events, and yet the presence of cameras is evident.

Where those videos and pictures are from, if not taken by security cameras? See what the signs on them say: "Entrance camera" and "Cam 12".

So, of course, Costco has both cameras and undercover loss prevention teams, and so their use of the disrespectful receipt checking at the exit makes less and less sense.

## 6) Was Costco becoming a survivor of theft epidemics?

- *"I've also never seen a police car at a Costco, which is a pretty sure sign that a shoplifter has been caught."* (from Quora)

Really, is there a theft epidemic Costco is trying to deal with? Then why other stores don't turn out their customers' pockets, as Costco does? Look at the Home Depot! They even keep their merchandise outdoors! Paradoxically, by trusting their customers, they don't go bankrupt!

That's because, as someone rightly said: *"Where I shop, people tend to be honest."*

That's been our experience, too.

Even a Costco manager spilled the beans, by saying "all people don't steal":

- *"We never steal. Stealing a banana doesn't settle in our head. Why are you stopping us?"*
- ***"I would say all people don't steal here."***

Then we've completely run out of reasons of why would Costco insisted on their receipt checking, from the merchandise standpoint.

How about pure psychological aspect of why they continue insulting the customers?

## 7) Psychological warfare

### a) Is this moral, or at least fair, treatment?

Is this Costco's treatment of customers moral (how they want to be treated themselves) or at least fair (when they treat honest people just like criminals)?

After all, when they say this: *"We treat our customers like guests"*, what do they really mean? Would you turn out your guests' pockets when they're leaving your house, to make sure they haven't stolen anything?



*"It is more shameful to distrust our friends than to be deceived by them."  
(Confucius)*

It seems that to Costco, neither the morality truism, nor basic fairness is unknown.

When one of their managers says this: *"No, but here's the problem. I think you're innocent. I think he's not. How do I ask him for a card if I let you go?..."* - do they mean to apply one treatment to all, by handling honest customers just as they would criminals!

And what if that exactly their **plan is**? Let's investigate it further.

## b) Instill obedience or responsibility?

Let's turn to the source. Listen how the inventor himself explained this policy:

- *"One of our routine procedures is to have a security person at the door to verify each order as the customer leaves. Sometimes we catch a checker error, and **we create an atmosphere** that discourages the shoplifter."* (Sol Price, the founder, Price Club, November 1990)

And exactly how does this "atmosphere of discouragement" work for them? Do discouragement and distrust motivate people's integrity?

Because, from the basic human psychology, the effect is the opposite. It's the trust that is known to lead to responsibility. A person doesn't engage in indecent acts, when he's motivated not to lose his reputation.

*"By distrust, we create the thief, burglar, and incendiary. Trust men and they will be true to you."  
(Ralph Waldo Emerson)*

Costco's distrust of people can only lead to resentment and inner conflict.

The only effect they can produce with such cynical consistency is to implant in customers' minds the sense of unworthiness and humbleness before the "authorities". This is the only logical reason we see for running this procedure of receipt checking, diminishing people's self-esteem.

The reason is psychological indeed, but it doesn't hold water in terms of "theft prevention". The evident purpose this procedure serves is that it trains people to be obedient! And business representatives confirm it:

- *"Why do you have a problem showing your receipt?  
Why do you have a problem following the rules?" (questions a Walmart manager in a private video)*
- *"What a bunch of **crybabies that can't follow procedure!**"*  
(comments Costco representative on the [Costco Insider online](#))

Both replies are revealing the true reason for such receipt checking policy. It is "because I said so" type of order employed, to make people "**follow the rules**", "to follow a procedure"!

Now, to see what the ultimate agenda it serves, have a look at the bigger picture, starting from Costco's business traits.

### 3. Costco business anomalies

You've seen that receipt checking procedure causes a lot of controversies even among Costco employees. Even more anomalies shows in the way Costco does business, - with a strange contrast of

- low prices,
- and too much generosity.

#### 1) What makes Costco different from other retailers

Here's what the media reveals about Costco.

##### a) Odd practices

- *"A lot of things that we do are contrary to conventional wisdom."* – says Jim Sinegal, Costco CEO;

- *"Imagine a store with no signs in the isles. A store which doesn't bag your purchases. One that never advertises. Where you have to pay a fee just to walk in the door."*
- *"What is it about Costco that makes it so different from other retailers? Costco has been called many things. The retail anomaly."*

## b) Lowest prices

- *"I always remembered Sinegal tell me, a major department store came in, and bought all the shirts that they had, they were dress shirts, because they couldn't buy them cheaper from the manufacture."*
- *"Costco has the lowest gas prices, in the state and in the nation."*

## c) High employee pay

- *"It's also the place to go for excellent benefits and pay."*
- *"Costco pays higher than average wages. 40% more than its chief rival Sam's Club, and it offers better than average benefits."*
- *"It's interesting that they pay their people more than almost any company, publicly traded company, that's in retail."*

So, the business of Costco shows a strange pattern of:

- losing of business opportunities, and
- unnecessary overspending all over the places.

Indeed,

- *"Everything they do just seems generous!"*
- *"Even the investors are fond of Costco. It's valued at 83 billion dollars on stock market. Which is overpriced."*

## 2) Costco doesn't pay on advertising but is fully covered by the media

Another unique trait of Costco's business is what Jim Sinegal says:

- *"Costco doesn't have a PR department and doesn't spend a dime on advertising."*

Only – wonder who does this tribute to them?

Are those rich media moguls just love covering Costco, and do that at their own expense? Because we all heard how much media primetime costs, so seeing such enormous media coverage of Costco, you can't help but asking: who pays for it?

### a) Media coverage

If these episodes are not advertisement, what are they?

- "City group today initiated their coverage of Costco." (a news program)
- "I go to Costco because I love hanging at Costco for good three hours."
- "When I go to Costco, when I go with a list on a mission, and I come out with a trampoline and a case of a corn nuts."
- "Here's one from the superstore Costco... It's a big store!" (a night comedy show)
- "What's more normal than Costco? Right." (Ellen show)
- "What do you think of the picture on my new Costco card?" (a sitcom)
- "Do you guys shop at Costco? Absolutely! A hundred percent. It's a great place." (a news program)

### b) Government officials endorsing Costco

And it's not only media adores Costco. Listen to the highest government officials:

- *"She got me 3 packs of shirts today from Costco..."*  
*"He's wearing them all the time now."*  
(Mitt Romney with his wife)
- *"Look it's the first time I see my book in the store!"*  
(Michelle Obama with Ellen DeGeneres at Costco)

Every billionaire politician now praises Costco! Of course, who else but them

need all those savings, free food samples, the crowd, the line ups, the delays, and the proving not being a thief every time they exit?

Except - their visits to Costco have to be such celebrations they don't want to do private - the whole world must see their example of them shopping here, pretending to live just like regular Joes! For that, the entire media crews and a platoon of bodyguards tag along with them. The complete king's procession! Then, of course, for the servants of people to "shop" at Costco, the store had to be cleared off the folks they "serve"! You'll see no regular shoppers at their prime time! Just the convoy. That's how politicians "shop" at Costco.

Just one moment of them visiting Costco always falls hidden from the public eye. It's their exiting procedure, when they are proving to a doorman that they had purchased all that stuff and been properly charged.

Other than that – they make the best comedy show! Enjoy their acting!

### *1) Joe Biden invades Costco*

Here's CNN reports:

- 'Say it ain't so Joe! Vice president invades Costco. Forget driving a car. Joe Biden didn't even drive his own cart. Costco employee seemed thrilled to do the honors. Biden had a press pack in toe. "You, guys, keep walking backwards!... You, guys, just to the bakery section, please!... You, guys, go that way! With a package of crackers in his cart, Costco cost the vice president a lot of cowards. Joe: "You get fat just walking through this store."

### *2) "A billionaire Meg Whitman is at Costco all the time"*

- "Meg Whitman, a billionaire, CEO of eBay, buys bulk! Wow! So, when we tell the Costco, say hey, we're shooting this story, Meg Whitman apparently goes to Costco, The managers: Oh, year, she's here all the time. Really? Go ahead, come on in! She raises two boys, it's convenient. It is! To be able to buy in bulk, so. Yes! \$14 a dress shirt. Interesting. Interesting shoot, to say at least."

### 3) A show up in Costco from the president of the United States

The president of the United States pays his tribute to Costco!

- Barrack Obama says: "There's no other company like Costco!"

And the list goes on with the upper class Republicans also in love with Costco. Apparently, George H. W. Bush also shopped there! (from "[At the same time James D. Sinegal was raising money to help Democrats retain control of the U.S. Senate, he and two of the wholesaler's top executives were also shelling out cash to help Republicans win the Washington State Senate.](#)")

You see, the politicians show by their own examples, that they love you coming to Costco. But they love most of all – is you exiting it (going through the obedience training procedure), as if **their income depended on that!** Or doesn't it?

### 3) Goal of Costco's controversies

So, when you look at all these Costco's oddities - of:

- low prices plus annual rewards,
- high employee pay,
- generous events and free food,
- media and government promotions,
- strange policies,

they look counterintuitive to business, but they all serve their purpose, and, as Costco CEO himself said:

- *"This is not altruism. This is a good business."* (Jim Sinegal)

Then what are they after?

- *"This is what makes Costco different is the Gross Profit Margin, which isn't high at all. The point is the **other places make money when they sell you something. And Costco really doesn't.**"*
- *"The company sells 157,000 rotisserie chickens every day and loses money. The price has remained unchanged for years - \$4.99 US*

*dollars, which is actually below Costco's price per unit. These chickens lose Costco 30 to 40 million dollars per year. So why not raise the price? Because **it's one of the few items that keeps customers coming back.***

- *"Their main plan is making customers want to come back, **to renew their membership.**"*

They can't be going after the membership fees, as those even get cancelled by the annual rewards.

- *"And about 90% of them do renew their membership, by the way."*

Yet, Costco does attract more and more customers – look at the craze they've generated!

- *"Nearly eighty-seven million of people world-wide are obsessed with Costco."*
- *"For some members, it seems that Costco name, coupled with the long lines, was enough to lure them in."*  
*"I have no idea what they're going to charge!"*
- *"Twenty two thousand - that's the number of people who filled the applications to work. They hired about two hundred of those applicants. And it was all hands on deck for today's grand opening."*  
Who know if those numbers were true. But this clearly scare employees into obedience.
- *"Costco, a US giant hypermarket, they've opened the first branch in Australia this morning, with almost a thousand people queued up."*
- [Silence. Just look at the never ending check-up line at Costco.]

#### 4) What Costco values most

Here's what Costco's CEO Jim Sinegal explains:

- *"Wall Street is in the business of making money. **We're in the business of building an organization**, an institution that we hope will be here 50 years from now."*

What **kind** of institution are they building? Apparently, of what they value the most.

- ***“Culture*** is the most important thing we have. Culture, or ***values*** and philosophies, are not just one aspect of the game. They are the game.”
- *“Our views and our culture isn't the most important thing, it's the only thing.”* (Jim Sinegal)

And what all their “values”, “culture”, “views”, “philosophies”, and are coming down to what they say themselves:

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*“Our code of ethics says: 'we have to obey the law'!”*  
*(Jim Sinegal, Costco CEO)*

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Obedience is their ethics! They value “obedience” above all human qualities! Then it’s the obedience what their policies are to instill!

Isn’t that what we all felt about their policy from the beginning?

And judging by the politicians’ love for Costco, this institution must’ve worked hand in hand with the business of government and share the benefits.

**The business of obedience!** Once you understand how it works, it’ll become clear to you that it’s much more lucrative than mere merchandizing.

Now, let’s see if history shows similar shared endeavors of the government with big businesses.

## 4. History of indoctrination

### 1) History of using big businesses by the government

You can learn about the combined manipulative power of big businesses and the government from BBC documentary *“The century of the self”*:

- *“At the heart of the story is a Sigmund Freud's daughter Anna and his*



nephew Edward Bernays, who had invented the profession of public relations. **Their ideas were used by the US government, big business, and the CIA to develop techniques to manage and control the minds of the American people, by repressing and distorting them.**

- "Edward Louis Bernays, born to a Jewish family, was a pioneer of public relations and propaganda." ([Wikipedia on Bernays](#))
- "Edward Bernays is almost completely unknown today, but his influence on the 20th century was nearly as great as his uncle's. Bernays was the first person to take Freud's ideas about human beings and used them to manipulate the masses."

Citing the works of his uncle Sigmund Freud, Bernays had outlined how skilled practitioners could use crowd psychology and psychoanalysis

- "to control and regiment the masses according to our will",
  - so that "the human masses would inevitably succumb to manipulation,"
  - which should be "a form of **mild corporate socialism**."
- (from [Wikipedia](#))

Bernays was praised for his apparent success, wisdom, foresight, and influence as an originator of public relations; his books were used by Goebbels, the Minister of Propaganda of Nazi Germany.

Just as a proof of concept, to demonstrate what brainwashing can achieve, Bernays did the following.

- "Bernays' **first major achievement was a program that convinced women to smoke cigarettes**. Women didn't smoke in those days, but he had an elaborate public relations program, including models walking down Fifth Avenue, you know, to show with cigarettes, showing this is what modern women are like. And it did succeed in turning women into smokers with coal." – *tells Noam Chomsky*.

That's how strong and evident persuasion can be. How much more significant and purposeful mind alternations were achieved afterwards!

- "They started looking towards psychological science, specifically with the goal of figuring out how to understand **how to apply those**

**mechanisms to strategies for social control.** In the late 50s, the CIA poured millions of dollars into the psychology departments of universities across America. **They were secretly funding experiments on how to alter and control the inner drives of human beings."**

- **"Bernays now became one of the central figures in the business elite** that dominated American society and politics in the 1920s. He also became extremely rich. President Hoover, the leaders of major corporations, and bankers like John D Rockefeller, were all summoned by Bernays to celebrate the power of American business. The mayor would come, all the media leaders would come, the political leaders, the business leaders, the people in the arts, I mean it was a who's who. People wanted to know Eddie Bernays, because, you know, he himself became a sort of a famous man, a sort of a magician, who could make these things happen."
- "He knows everybody: knows the mayor, and he knows the senator, and he calls politicians on the telephone..."
- "Business people start to get together and start to carry on discussions, primarily in private, and they start talking to each other about the **need to sort of carry on an ideological warfare**, and to **reassert the connectedness between the idea of democracy on the one hand, and the idea of privately owned business on the other.** And so, under the umbrella of an organization, which still exists, which is called the National Association of Manufacturers, and whose membership included all of the major corporations of the United States, **a campaign is launched, explicitly designed to create emotional attachments between the public and big business.** It's Bernay's techniques being used on a grand scale. I mean totally."
- "As Bernays put it in his a famous book of his called 'Propaganda', he said that we have learned that the intelligent minorities can engineer consent through the use of manipulation, propaganda, and control, and we should do it, **we should control them, and engineer their consent.**"
- "They tried to achieve their ends by working entirely behind the scenes, corrupting and deceiving the public..."

Doesn't this psychological warfare remind of the Costco's tactics?

Now let's see if we can find specifically Costco's connections with the government that are indicative to our previous discoveries.

## 2) Does Costco have ties with the government?

Here we have this tycoon, the Costco founder, about whom the "Democrat" wrote:

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*"If I had to name one single person who singlehandedly and personally **influenced business and politics** in this country, it would be Sol (Solomon) Price".  
(Democrat)*

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### a) Costco founder's connections to government

*Sol's special treats for the government employees - Federal Mart – antecedent of Costco*

Sol Price's affinity toward the government started to show with his first store. (<https://www.nytimes.com/2009/12/16/business/16price.html>)

- *"**FedMart** (1954-1982) store, it was membership primarily for federal employees."*

The membership was just \$2 for life!

- *"Opened solely for the benefits of government employees, FedMart effected tremendous savings."*

*Sol's seats in the Government*

But these exclusive favors to politicians weren't the only Sol's contribution to the government. The Wikipedia lists a number of federal institutions Sol Price was a member of:

- the Board of Trustees for the Urban Institute in Washington, D.C.,
- the Board of Directors for the Center on Budget and Policy Priorities,

- the San Diego Financial Review Panel,
  - the Consumer Affairs Advisory Committee of the U.S. Securities and Exchange Commission,
- Curiously, while Sol Price claimed to be caring for low-income people, on practice he was protecting his friends - large investors, - which U.S. Securities and Exchange Commission (SEC) does.

Sol was not only a government policy maker. He was on intimate terms with the U.S. presidents,

- starting from Sol's support that *"was much appreciated by Presidents Jimmy Carter and Bill Clinton."* (from *"Sol Price: Retail Revolutionary, By Robert E. Price"*),
- through the president Clinton's hugging him right in the White House's Oval Office,
- to the fact that Barack Obama, at the time the candidate for president, called upon Sol at his home in La Jolla [la HOYa], as Sol's son Robert tells in this book.

*["In 2007 the candidate for president Senator Barack Obama called upon Sol at his home in La Jolla. Sol was concerned that the young senator was over-scheduling himself and advised him to include his wife Michelle on campaign trips so he could spend more time with her."] (from "Sol Price" by Robert E. Price)]*



To Sol Price  
With best wishes, & thanks — *Bill Clinton*

### *Sol's background and influence*

Sol Price's biography gives a lot of clues to the processes hidden from common folks' eyes.

Sol, or "Solomon", Price was a Jew, a socialist from totalitarian Russia. His son Robert tells:

- *"My father was the son of **immigrant Jewish socialists**. My grandparents were both very active. And his values system, I think, was developed by the values that his parents had."*

Tribute to Sol depicts him as a unique talent, and the current system of government – as a realization of an American dream:

- *"An individual who came from **very humble beginnings**, through hard work and very creative mind, became a very successful businessman who then continued his interests in public policy."*

Yet, real life is far from the dream. Rigid U.S. laws restrict mere mortal immigrants to approach the government work. I was denied a software

developer job with a US government-affiliated company just for being first-generation immigrant.

Sol had managed miraculously quickly not only to become a big businessmen but also to take the highest places in the government. Just think what needs to happen for a person of first-generation immigrant family from totalitarian Russia to stand next to the American President in the White House, unless certain hidden world governing powers wanted that to happen.

The signs of the preferential treatment, which Sol's family received, showed from their first steps on American land. Sol's son mentions these advantages to which regular people are not entitled to:

- *"Sol's father received a disability pension from his insurance company of **\$500 per month so the family was able to live fairly well during the Depression.**"*
- *"Sol's brother Henry had to have his appendix removed in London, Ontario, at Catholic hospital. In those days it was necessary for a person to remain in the hospital for ten days with an appendectomy, so they spent that time in Canada. **Because of the Depression, the doctors did not charge them.**"* (From "Sol Price: Retail Revolutionary The FedMart Years—1954 to 1975" by Robert E. Price)

And Sol Price has paid for those favors brought to him by his Jewish community by exclusively serving them since his graduation.

Notably, while Sol Price was serving only the benefits of his own, and with his policies was pinching the arteries of human freedoms, another force was put in place to collect the souls that resisted the abuse. Another player in the world theatre I must mention here. Another "Solomon", Saul Alinsky, Sol Price's compatriot, also socialist Jew from Russia, was on American land making sure that nobody escapes brainwashing, by getting them sucked back into politics.

Alinsky's Jewish socialist mindset shows in this:

- He has dedicated his book “Rules for Radicals” to Lucifer. It’s not that he believed in devil, being an atheist, but that certainly tells about his aspirations.
- He returned to the same theme in a Playboy interview he did in 1972, where he said:
  - o *“If there is an afterlife, and I have anything to say about it, I **will unreservedly choose to go to hell.** Hell would be heaven for me. Once I get into hell, I’ll start organizing the have-nots over there. They’re my kind of people.”*
- But even more meaningful was Alinsky’s contention that *“ethical standards must be elastic to stretch with the times.”* Alinsky wrote that *“morality and ethics were fine for those who didn’t seek to improve the world. But for those who do, **the ends always justify the means.**”* His ethics was *“you do what you can with what you have and **clothe it with moral arguments.**”* Alinsky’s surrogate children, Hillary Clinton and Barack Obama, have both learned the Alinsky’s lesson that *“you should aggressively pursue power while pretending to be motivated by pure altruism.”*

The same traits show in Sol Price –

- *“pretending to be motivated by pure altruism”* was his donation to the business school, in fact for it to carry his name and to continue his business of policy making,
- and clothing his Costco rules *“with moral arguments”*, as if they benefited the customers – who in fact fall the victims of the oppressive social experiment.

These two prominent Jewish socialists from totalitarian Russia, two Solomons: Price and Alinsky, have been manipulating American public and American presidents. Both were personal mentors of Obama: Barack used to work for Alinsky’s network, and visited Sol Price at his home for further tutoring. Miraculous synchronicity of such privileged events, don’t you think?

Insiders don’t think that's possible:

*“World events do not occur by accident. They are made to happen, and most of them are staged and managed by those who hold the purse strings.”*  
(Dennis Heaney, former Secretary of State for Defense and the Chancellor of the Exchequer)

And Bernays is quoted as saying:

*“We are governed, our minds are molded, our tastes formed, our ideas suggested, largely by men we have never heard of.”*

(If you're interested to learn more facts on who governs the world, watch part 4 of our video “Beware of Canada”: <https://www.youtube.com/watch?v=zSKlGwiBosU&index=4&list=PLrsYCDA5sk12KywDstgRh-xtKwBOzt1bA>)

### *Sol's involvement with public policies*

So, Costco's founder Sol Price had a strong reason to be such a fond of public policies.

- *“Everybody knows him as successful businessman, but few know that he had wide ranging interests in public policy.”*
- *“Sol Price believed that well-informed, well-crafted, **public policy was crucial, it was central.**”* (From video the Tribute to Sol Price)

Sol Price was perfectly aware of the little details capable of twisting peoples' minds, when he told:

- *“A substantial number of unwritten **rules and guidelines become programmed in a person's mind.** If some thing that was attempted didn't work, it's not tried again.”*

(Sol Price, March 1989, From [Sol Price the Founder or Price Club, by Coriolis Research](#)]

This confirms that Sol, having understood these curious aspects of human nature, couldn't miss not using them. He did revolutionized retail industry by



incorporating such policies that leave firm imprints in the people's minds, and allow steady money inflow for his billionaire friends with the least resistance.

By taking Eddie Bernays' experiments to the next level, Sol Price had turned them into the mass production of slaves for the upper class! The assembly line of slaves! The wholesale of servile masses!

## b) Costco's continual endorsement by the government

The government's love for Costco hasn't ceased with Sol Price. Politician's intimate relationships with Costco's management continue through all the years. Here, even Hannity on Fox News questions:

- *"I want to run through the connection between the president Obama and Costco here - endorsement, donations, friends, how they admire each other."*
- *"We've got the former CEO donations to president Obama, in year 2012 a hundred grand and Costco employee donation in 2008 and in 2012 - two hundred thousand dollars. That's awful a lot of money."*
- *"Our Costco's founder, Jim Sinegal, Who's been a great friend of mine, and somebody who I greatly admire." (Barrack Obama)*

Now, if you recall a Costco's manager justifying their receipt checking procedure as a means to avoid the government control:

- *"You see, if we get rid of this, we're gonna have to put cameras then. Then the government's watching us, so..."*

Now you see how absurd this idea is, because the same people have been running both the government and Costco enterprises from the beginning!

## 5. In the minds of "policy makers"

So, the people who run both business and the government have been always striving to mould the world according to their wills.

Just as Hitler craved to change the world, Sol Price did:

- *"I wasn't gonna be able **to change the country**, and I wasn't gonna be able to change the state. I'd come to conclusion I wasn't even gonna be able to change the city, so maybe I could change one little area."*

Wretched soul, driven toward something he could be remembered for, So Price only fed his vainglory, which can never be satisfied.

### 1) Are they qualified to change others?

*"Every act of violence - war, robbery, execution - is result of not irrational force of nature but are conducted by **personalities** who were ignorant and devoid of knowledge of the truth."*

*(Lev Tolstoy, "What I believe")*

The tragedy is that these self-proclaimed "policy makers", which set experiments on people, themselves are lost and messed up:

- Freud's was a drug addict;
- While Freud's ideas were used to rationalize the manipulation of so-called "wicked" nature of people, his daughter's personal patient has committed suicide in the Freud's own house;
- Son of Sol Price, Lawrence, called his father "*a control freak*" and sued for \$100 million in December 1988.

(from

[http://www.coriolisresearch.com/pdfs/coriolis\\_understanding\\_Costco](http://www.coriolisresearch.com/pdfs/coriolis_understanding_Costco)

Sol's accomplices couldn't get along, fighting for the power:

- *"When in 1993 Costco bought Price Club, what appeared to be a harmonic convergence of protégé and mentor instead became a troubled marriage. Meshing the two at the top was uneasy and ultimately unhappy—a **failed experiment in sharing leadership** between Sol Price's biological son, Robert, and his surrogate son, Sinegal."*

(Fortune, November 2003)

If those people were unable to find peace within themselves, could they bring anything good to the lives of millions of people they're messing with?

"How can you, offspring of vipers, being evil, do good things?"  
(Matthew 12:34)

## 2) Do they have good intentions?

Having no essence in themselves to pass onto others, did these policy makers at least have good intentions? How did they relate to people whose lives they're changing?

- *"It can be a little hard on the people around you, especially when you make other people feel stupid. **People who work for him [Bernays] were stupid**, children were stupid, and if people did things in a way that he didn't, that he wouldn't have done them, they were stupid. That was it was a word that he used over and over and over, dope and stupid." – "And the masses?" – "They were stupid." (From during video interview with Bernays' daughter in "The century of self".)*

Sol Price treated people around him just like Eddie Bernays did:

- *"Sol Price (Solomon Price) has always been focused on one thing, and **in all major failures blamed dedicated employees**. He acted more whip than the carrot."*

(<http://narimanshatayev.blogspot.com/p/solomon-price.html>)

- *"**He's a tyrant** - you have to be strong to stand up to Sol's towering personality."*

(Unnamed Price associate, quoted in Discount Store News, August 1988)

Finally, Sol's attitude toward humanity reveals in the letter to his son:

- *"**When push comes to shove, you can count on us more than anyone else in the world other than your boys.**"*

([http://articles.latimes.com/1989-05-03/local/me-2384\\_1\\_emotional-distress-distress-suit-tire-centers](http://articles.latimes.com/1989-05-03/local/me-2384_1_emotional-distress-distress-suit-tire-centers))

It shows that, to Sol Price, it was a “dog-eat-dog world”. He directly opposes his own family to the rest, whose lives he’s affecting! What good could he bring to other people, if he didn’t love nor trust them?

“If you do not feel love for people – sit still, take care of yourself, deal with whatever you want but not with people. Once someone starts dealing with people without love - then there is no limit to brutality and atrocity against them, and your own suffering.”  
(Lev Tolstoy)

If these leaders consider others swine, like Sol Price did, – what can they do to them, except for fattening them and then devouring?

That’s how this individualist, driven by greed, has managed to set up policies corrupting human souls, - through which, like through a meat grinder, hundred of millions of people, for already around 50 years, - several generations of the deceived – are being pressed through!

## 6. Trends of global centralized governing power

### a) Americans’ obedience achieved in small steps

See, you can’t even draw a straight line between industrialists and politicians anymore! Sol Price was both. The same with Mitt Romney, George W. Bush... Their hands are in both: in the government’s feeder, and in the big corporations.

Business leader is sitting down with the government officials, working out policies governing people’s activities. Business is in politics, and the state - in business!

Such intimate relationships between the government and business enterprises are very convenient for the extension of governmental influence! Big business is an aid, an ally, a means for the instrumentation of the interests of the government. That’s why it’s so supported by the

government:

- with subsidies,
- government loans without interest,
- bail-outs,
- government promotion of the benevolent or "patronal" position of the businessman by official government propaganda.

In return, business extends the government-dominated political and economic apparatus of upper class interests **into a unified system of social control.**

And once you see the politicians' love for Costco, know that this institution is working hand in hand with the business of the government, and so they share the benefits.

To Costco, selling those goodies is chicken feed! It's way more lucrative and easier for these businessmen to keep digging into the government funds, which are virtually unlimited, and also unaccounted for.

One thing is needful: to keep the masses giving away the fruits of their labor to the government. To systematically steal from its citizens, the government needs complete control over people. That's why it also **uses terror** against them if they oppose this theft. It exercises its power to enforce conformity and deter opposition to government-sanctioned theft.

And that's what the Costco policies help the government to achieve - the social compliance. They use every trick to keep you duped, belittled, obedient.

By now, to justify its existence, the government seized in its hands the essential services: mail, road maintenance, garbage disposal, security, and fire fighting. As if independent businesses could not provide all of these! The government is using them, to position itself as essential to people.

Now, with merchandizers like Costco in its hands, the government is gaining even stronger grasp over people's lives. This creates conditions people

cannot avoid. As water is taking advantage of every crevice, power in private hands takes advantage of every resource. It is cumulative permeation of power, unfolding the **control of all**.

To understand the psychological effect of the rules established at Costco, let's recall what De Tocqueville, in his "Democracy in America", more than a hundred years ago, gravely warned the American people about - of basic inconsistency in their democratic way of life:

*"It is especially dangerous to enslave men in the minor details of life. Freedom less necessary in great things than in little ones. Subjection in minor affairs breaks out every day. It does not drive men to resistance, but it crosses them at every turn, till they are led to surrender the exercise of their will. Thus **their spirit is gradually broken and their character enervated.***

*The democratic nations which have introduced freedom into their political constitution, at the very time when they were augmenting the **despotism of their administrative constitution**, have been led into strange paradoxes. It is difficult to conceive how men who have **entirely given up the habit of self-government** should succeed in making a proper choice of those by whom they are to be governed; and no one will ever believe that a liberal, wise, and energetic government can spring from **the suffrages of a subservient people.**"*

*(De Tocqueville, in his "Democracy in America")*

*The policies like the ones at Costco, are to **"gradually break the spirit"**.*

## b) American freedoms are non-existent

It's astonishing to see the scope of the stupefied mass obedience to these rules, especially in 'so-called' free and democratic countries like U.S. and Canada!

- *"People need to understand that this is **America. We have rights. We***

***have freedoms. This is not communist Russia. This is not Nazis Germany.*** (From private video “Walmart Treats Customers Like Criminals”)

Unfortunately, in reality, the “American *democracy*” is non-existent and it is just a propaganda word, just as Orwellian slogans “*Freedom is Slavery*”, or “*black is white*”.

You can hear this truth from the highest circles of people running the propaganda in America. As Edward Bernays’ daughter recalls,

- “*Democracy to my father was wonderful concept, but I don't think he felt that all most public's out there would had reliable judgment. And not that they could... that they very easily might vote for the wrong man, or want the wrong thing. So that they had to be guided from above. It's an **enlightened despotism...***”
- “*And this is very significant, because the **public should not be participants in the democratic process**, they should be spectators, not participants, **they are ignorant and meddlesome outsiders**, as he put it. **And we**, the intelligent minority, the responsible men, **must control them.***”
- “***What did Freud think about the idea of the equality of man?***” – “***He didn't believe in it.***”

But they have certainly made the American people believe in this fantasy!

- “***This is America. We have rights. We have freedoms.***”

The American people must wake up, just as we did, when we’ve realized the conflict between the slogans and the reality. Now it became apparent that the blind obedience to Costco’s downgrading rules is not an accident, but a symptom of the disease.

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*“Dear American people out there you're all brainwashed kitties!”*

*(From “The Century of the Self”, Documentary, @02:09:08)*

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### c) American vs. Russian views of the government

Regarding to looking at America as a place where people have “freedoms”, versus the “communist Russia”:

***“Nothing fundamental in structure or social outlook divides clearly the policies within the "totalitarian" countries from those of the liberal-capitalist states.”***

*(Robert A. Brady, “Business As A System Of Power”)*

We’d add more to it – the Americans are in worse troubles with too much obedience than their Russian counterparts. How else we, the so-called “enslaved” people from communist Russia, could show more acute sense of freedom than what those proclaimed “free” Americans around us do, to see the abuse for what it is, and to object it?

That’s because in Russia, for at least last 500 years of Jewish government, people became so sick and tired of their oppression that they can’t care less about the government. But in America people are trained to believe in their democratic processes and participate in them.

While Russians (at least in the socialist era) looked at the government as a people’s foe, - the Americans were lead to see their government as their benefactor.

In their hardship, Russians became sarcastic about their government and were always on lookout for ways to work around the government’s coercive laws. The Americans, on the other hand, were made to believe in the American dream, and in their ability to influence the government – with voting, patriotism, sense of entitlement, followed by the acquired dangerous dependency on the system.

The Cold War, its propaganda of the contrasts with Russian despotism, was essential to instill in the minds of Americans the gratitude for their government. Even nowadays, they keep reinforcing the same old stigma of "[totalitarian](#)" Russia.



- *“The next **threat from a country like Russia...** spreading disinformation and amplifying hate speech. At issue, concerns over how Facebook, Twitter and Google had been used **to damage our democracy.**”* (Global News, September 05, 2018)

The propaganda has been so strong, that even the recent revelation by the president Barrack Obama "*Politicians just blatantly, repeatedly, boldly, shamelessly lying!*" still fell on deaf ears.

The American people are turning their backs to the obvious truth, when they say this: *“This is **America. We have rights. We have freedoms.**”*

#### d) Observed changes: moving to capitalism-based socialism

Apparently, those who run this world have realized that capitalist countries are more effective in bringing people to the state of servility, and so they abandon now formal socialism everywhere around the world, as you all see:

- the breaking down of the Berlin wall separating two worlds,
- perestroika in Russia,
- capitalism in China,
- warming relationship with Cuba,
- merging of North with South in Korea.

And it looks like, by giving up on the formal socialism, the world rulers are re-building the tyranny now on top of obedient, brainwashed capitalist countries like US, Canada, Europe, where they are gradually dismantling the middleclass and taking more freedoms away.

They maintain superficial happiness (with entertainments, alcohol, drugs, which they now do in Canada), but keep adding pressure on people. Bit by bit, they train people into obedience, for as much as people buy into their tricks. The world manipulators always had far-reaching plans, dozens of years ahead, but they have surely been persistent with them.

## e) Costco business is monopolizing the market

Now, whether their goal is indeed to bring new socialist order over the whole world, we shall soon see. But clearly, some big changes are coming onto America. And we can tell from what their compatriots did to Russia, it is not going to be pretty. [see раскулачивание из советского фильма] So, we certainly don't recommend you to accept these change with no resistance.

While Americans are sleeping and drooling seeing the dream of democracy, and for that sake forgiving all tiny tricks that entangle them into the whole web of oppression, at the same time the big businesses with the government, to which they're intrinsically connected, are given free ride.

*"The great majority of men, unable to judge of any principle until its light falls on a fact, are not aware of the evil that is around them until they see it in some gross form."*  
(Ralph Waldo Emerson)

Unnoticeably for the consumers, the Costco is growing into a monstrous, capricious power.

The scope of this evil is growing across the entire world. From pushing competitors out of market, Costco grows the army of "loyal ambassadors", and with them trains the masses into obedience. This is a modern type of church of influence for white-colored workers.

- *"Costco is on the rise."* (from video: Costco - Why They're So Successful)
- *"Costco is doubling its sales this decade"* (Bloomberg, from video: Costco Has the Best Business Model)
- *"Costco plans to double locations in foreign countries in the next decade."*
- *"Expansion is very important to us."* (from video Costco Craze - Inside The Warehouse Giant – Cnbc)
- *"And has its 90% renewal rate on memberships."* (Bloomberg, from

video: Costco Has the Best Business Model)

**Due to its superior bargaining power**, Costco is using various devices **to discipline competitors**. There is a tendency to **eliminate "outsiders" entirely**.

- *"Costco has quietly become one of the nations' largest auto dealer."* (from video Jim Singal, retired Costco CEO, speaks at LMU's College of Business Administration)
- *"In terms of MVR, mass volume retailers, Costco is number one world-wide."* (Bloomberg, from video: Costco Has the Best Business Model)

And the government is backing up Costco in its fight for monopoly. Recent government-inspired strike of state-owned Canada Post employees' has just paralyzed the online businesses for over a month.

- *"With the postal workers union on strike, there's already a backlog of parcel deliveries. As of Friday they're 30 days behind. Canada Post is now saying there are hundreds and hundreds of trailers backlogged. But it's the businesses who say they're taking the biggest hit. The fact that we're getting closer and closer to black Friday and cyber Monday, which are key selling days for small business, and we're really concerned about their inability to participate."* (From Global News)

Such massive interruption was clearly aimed to **break customers' trust to online stores** and to drive those out of business. These actions easily help bringing more customers to the monsters like Costco, which the government officials have vested interest with and therefore ardently endorse.

All facts continue to show they're building an empire, not a business.

- *"Wall Street is in the business of making money. we're in the business of building an organization, an institution that we hope will be here 50 years from now."* (Costco's CEO Jim Sinegal)
- *"The thing what we want to is make sure this company continues to move forward ten, fifteen, twenty-five, thirty-five years from now."* (Costco Managers' Conference 2015)

“Idiocracy” movie has already prophesized about Costco becoming a new government, with its education system, law system, its policies.

Costco already covers too many spheres. Their gas stations can now drive other fuel suppliers out of business in just a moment. Most retail businesses admit they can’t compete with Costco already. Soon you can easily end up with Costco owning everything, leaving you no other choices, and so establishing their dictatorship over all areas of human life. And because Costco is intrinsically interconnected with the government, this means the government owning everything and everyone.

What a well thought-out scheme – to put everyone on knees, in a series of small steps, isn’t it? And it’s pre-planned for 50, 100 years ahead.

## 7. The “HOW” all this is done. Costco tactics. Psychology behind Costco procedures.

*“Poor, unhappy, mindless people, persistent in your evil, blind to your goodness, why allow to be rid of your income, robbed of your homes, of your conscience; act as if nothing belonged to you? Where the oppressors would get any power over you, if you weren't abetting the thief who robs you, if you weren't accomplices to the murderer who kills you, if you did not betray yourselves?”  
(Etienne de la Boétie)*

The purpose of this video is not to whine about something that’s out of our control, but to see when do we allow an abuse, and where our powers are.

We’ll illustrate each trick by how it controverts to the universal law of morality, expressed in the Christ’s teaching.

### 1) Denial of responsibility

*“The hierarchical society is only possible on the basis of poverty and ignorance.  
The war is waged by the ruling group against its own*

*subjects... to keep the very structure of society intact.”*  
(George Orwell)

The nature of hierarchical structure, which makes it so profitable to the ruling class, is such that:

- The **advancement from below becomes** a matter of **cooptation from above**, with the whole system being prescriptive dogmas in support of authoritative regimentation. It is the **militarization of employer-employee relations, similar to army**. It puts people in the “servile” state and keeps them in that condition.
- Hierarchy allows for **moral transgression**.

A social experiment on obedience to authority, conducted by psychologist Stanley Milgram in 1963 has revealed something very dangerous: the capacity for man to abandon his humanity as he merges into larger institutional structures.

In a hierarchy, one person creates rules, and another carries them out (with the lame excuse of “I just follow the orders”); neither of them tend to accept the responsibility. It’s felt easy for each to ignore the responsibility when one is only an intermediate link in a chain of evil action.

This is a self-deception, of course. The attempt to shift own responsibility for the immoral act onto an “authority” ordering it is an attempt to deceive the Higher Reason, in his own conscience.

Christ has centuries ago warned people against that:

*“You justify yourselves in the sight of men; but God knows your hearts: for that which is exalted among men is an abomination in the sight of God.”*  
(Luke 16.15)

*“Wherefore I say unto you, any sin and blasphemy can be forgiven unto men, but the blasphemy against the Spirit won’t.”*  
(Matthew 12.31)

In other words,

*“The spirit, which is within us, confirms the truth in us. It guides us by the sense of morality. But if, instead of trusting the spirit in us, we believe what people assert, we live in the falsehood and in evil.”*

*(Tolstoy, “The Gospel in Brief”)*

## 2) Bonding

Another pitfall that makes people to stumble and disregard their morals is bonding. Manipulators use this human affinity to their advantage. They’ve even made it to the motto:

- *“Treat your workers like family.”*

The problem is: when the person enters the “agentic” state, as Milgram calls it, he sees himself as an agent for carrying out another person’s wishes, who he sees “as a family”.

But the morality cautions us against the clinging to the circles of personal comfort. In Christ’s words,

*“Only the one who has forsaken houses, and brethren, and sisters, and father, and mother, and wife, and children, and lands, for the sake of pursuing truth and righteousness, shall receive a hundredfold, and shall inherit everlasting life.” (Mark 10.29)*

We must always be on the alert against social structures overshadowing of our own conscience. That includes our work environment, our friends, and our family.

And Costco calls its employees “family” for a reason:

- *“Teach, teach, teach. Why do we teach? It allows us to get some ties with our employees.”*

*(Costco Managers' Conference 2015)*

But you should remember that any ties, or bonding, to a group is wrong in relation to the rest people, and dangerous, because it makes the bound person prejudiced!

That's why Christ forbade preferential treatment of even personal family:

*"He that loves father or mother, son or daughter more than  
Truth is not worthy of me."  
(Matthew 11, 37)*

There's an insightful book by Lev Tolstoy called "Christian teaching" that explains the dangers of fraternal fellowships in great details.

3) Running the gauntlet. Engage personal ego & fears. Create awkwardness of disobedience/withdrawal.

*"Though the true nature of man is to be free and to wish to be so, **yet environment always shapes us**, in spite of nature's gifts.*

*Men grow accustomed to the idea that they have always been in subjection. **They think they are obliged to suffer this evil, and persuade themselves by example and imitation of others.**"*

*- Etienne de la Boétie*

Another obstacle withholding a person from following of his own morality, as Milgram found, is the fear that the possible breach of initial commitment can lead to an **ego-threatening affect**.

The Costco stores are designed with cash registers located at straight long hallway distance from the exit. This layout is made to increase the strain and the psychic cost of the refusal to obey. It makes people go through a slow psychological torture of preparing themselves to comply with the requirements, where they're affected by both:

- 1) the instinct of conforming with others, who are obeying those rules in ahead, and

- 2) the fear of public humiliation. Each one is afraid even to appear of giving a reason for accusation in theft.

These factors make people submit to the treatment, however disrespectful and unfair it is.

Knowing that Sol Price's family is from Russia, it's easy to assume that he had adopted "[Running the gauntlet](#)" military punishment, still popular in Russia in just last century, also described in "*After the Ball*" by Tolstoy. Costco is 'running the gauntlet' for public **humiliation**, like the **walk of shame**, or [perp walk](#). It clearly violates a person's right to privacy and is **prejudicial to the presumption of innocence!**

But the reason this practice got meekly accepted by millions for almost 50 years is that it poses a threat to an ego – a humiliation of being publicly criticized - which many people, raised with society values, aren't able to handle.

You can see these techniques practiced by the governments. In Canada, they've recently "ran the gauntlet" when they publicly released the names of so-called impaired drivers (from the Global News of 2018-12-03).

- *"Sixteen drivers were charged with impaired driving this past weekend. Tonight, the names of those people are public. This list is now public on the York regional police website, and will be there every Monday year round."*

*"People are being publicly shamed without a trial. They've brought forward no evidence that there's any deterrence involved in this. There isn't any evidence. They haven't even had a trial yet!"*

And though we personally have zero tolerance to alcohol and drugs, primarily because they cloud human conscience, we have even less tolerance to the government hypocrisy here, with the government's grip on alcohol and now drugs, how dare it is to accuse and humiliate the victims of its promotion!

- *"You don't need membership, if you just want to buy alcohol. California is one of sixteen states where it's illegal to require a*



*membership for alcohol!"*

See, while we're treated like criminals, those who just buy alcohol are getting free ride! Isn't this a conditioning: either you dumb yourself down with alcohol, or get dumbed with our obedience drilling!

With the "running the gauntlet" of releasing the names of impaired drivers, after insistently making drunkards of people, the government now publicly shames those who it had corrupted! That's the agenda: first, the government creates the traps for people to fall, and then they humiliate them, to diminish their sense of self-worth. So that **the humbled worldly person turns for the confirmation of his worth** outside himself - **toward "authority" the deceivers**, or toward the crowd just as deceived as he is.

It's only to the awakened people, who, like Christ, have forgone their ego, such trick doesn't work.

*"Those that are first shall be last; and the last shall be first."  
(Mark 10.31)*

Albert Einstein expressed this universal truth this way:

*"I believe the mind is immortal. Consciousness connects us. But I see no justification to extend personality beyond the span of life of the individual."  
(Albert Einstein)*

In other words, holing onto your personal ego is a mistake and is opposite of the way to the true life and true freedom. Our life must be a fine balance of doing good to others, from the higher morals perspective, without being driven by people's opinions. All great people lived that perfect balance.

Only when you, regardless of your confusing emotions and fears, such as created by Costco's setup, use this situation as a chance to prove the strength of your spirit to your Creator and to yourself, you'll be doing what is right, which is confronting the abuse, instead of conforming with the uncanny rules and with the crowd.

4) Binding promise. (opposite to Christ's "don't swear"). desire to uphold his initial promise

**Commitment**, not coercion, helps internalize the obedience, and binds the subject to his role.

In Costco, they secure commitment in the forms of membership agreement and employees' agreement.

- *"Walmart is not a club store like Costco, where you're signing an agreement that you'll show your receipt when you leave."*
- *"Receipt checking at the door isn't uncommon at wholesale clubs, but customers consent to that as part of their membership agreements."*  
(from video "Receipt checking without probable cause")

Many people think that when you have signed an agreement, like with Costco, you must keep it as something holy. Consider these arguments.

a) Does "consensual" agreement reverse the values?

These people forget that by submitting to the rules that go against our conscience, we give up what's required of us by the Creator, and instead chose to go with what Mammon dictates.

*"When a man has to choose between God commands and what authorities tell him, and if he chooses to obey the authorities, he acts like a man who listens not his Master but the first person he met on the street."  
(Tolstoy, Superstition of the State)*

In the CBS video the fact of the store management suspecting customers in theft was recognized as unethical for Dillard's,

- *"Sheriff Jim Skinner says the enforcement of Dillard's house rules was unacceptable. That was in abuse."*

Then how can the same procedure become acceptable at Costco?

### b) Costco tricks you with the agreement irrelevant to merchandising

At Costco, they obtain customer signatures with a fine print, which few people read, after all. Because when people come to a store, they come there to shop. If they agree to pay extras in yearly fees and sign the membership agreement for that, they still trust the integrity of their business partner that it won't be demanding anything bizarre from them.

Having experienced the rules included in the agreement though, most people realize their awkwardness. After having encountered the unreasonable, a homo sapiens cannot keep himself locked into that agreement.

Signing an agreement should never lock humans into abandoning of their common sense, regardless of what is written on a piece of a cardboard.

### c) Securing a consent doesn't make an act legitimate

The Nuremberg trials have showed that a lame excuse like "I was just following orders which I swore to obey" wasn't recognized as a valid alibi. So regardless of giving his initial promise, each person must evaluate his act and his responsibility on each case basis.

Also, don't we all know many situations when behaviour is condemned regardless of whether an abuser has managed to secure a consent for? Why would we hear so many debates about the legitimacy of turning off life support system, however consensual it is? Or, if a "consent" was obtained for a sadistic torturing, would it make the torture not a crime?

Because, as a rule, the consent is never something the victim wishes for, but is secured by a deception or trickery. The same is procured by Costco – no

one customer could possibly ask for that insulting treatment!

Thus, the membership agreement must not give Costco right to press on your 100% following of their immoral procedures. Neither must you feel bound to follow all that is written up to the letter.

d) They can change their laws anytime; and we should reserve our right to change our promise anytime

Besides, these “authorities”, like Costco and the government, reserve their rights to change their laws to the opposites. Take the recent example - yesterday drugs were illegal in Canada, next day they not only became legal, but go promoted daily, by the same government!

Why would WE foolishly stick to the word we gave yesterday, when the circumstance of today shows us we shouldn't do what we promised?

*"Speak what you think now, and tomorrow speak what tomorrow thinks, even if it contradicts every thing you said today."*

*(Ralph Waldo Emerson)*

e) Wider example: Oath of Allegiance to the government

*"Rulers always make people swear in obeying the will of their superiors."*

*(Lev Tolstoy, The Superstition of the State)*

Bright example of obtaining a promise is the Citizenship, or Naturalization, Oath of Allegiance to the government. Specifically, [the oath to the United States of America](#) includes this terrifyingly immoral statement:

- *"I hereby declare, on oath, that **I will bear arms** on behalf of the United States when required by the law; and that **I take this obligation freely, without any mental reservation** or purpose of*

*evasion; **so help me God.**"*

Who gives this oath, clearly denounces his own conscience, by promising, without reservations, to take and use weapons to kill whoever the corrupt human government will require from him to kill! He commits to become a murderer, to serve a blind instrument of a murder! This terrible oath even ends with a blasphemy, involving God as an accomplice of the crime against humanity!

To make such act of **moral transgression** even more hypnotising and imprinted in minds, in Canada they ran the citizenship ceremony at the top of CN Tower! Watch this.

- *"I swear that I will be faithful. An oath that's not for the faint of heart."*

*"That's how these new **Canadians are taking their Canadian citizenship to new heights**. In Toronto, they're taking the oath of citizenship on the edgewalk at the top of the CN tower."*

*"The moment I stepped into the country, I fell in love with the people, **the discipline**... It felt so good I'm proud to be Canadian, I'm a Canadian now."*

*"You know, good, but really do you have to dangle off the side of a building?"*

*"The ceremony is not just for people moved here, They want to feel more like they are Canadian!"*

"Canadian", "oath", "discipline",... - with propaganda words cramming this episode, this government media divert you from the Higher Source, to bring you to the obedience to the human government, and even ridicule your ignorance for buying into their cheap tricks!

That's how, through the agreements to follow human authorities, the greatest evil in the world had been accomplished. Think of the long gloomy history of man, and you will find more **hideous crimes** have been committed **in the name of obedience than** have ever been committed in the name of **rebellion**. Glad there are people who understand that:

- *"That's how wars start. From the beginning to conform."*

f) Costco is caught lying. Shame on you if you let it repeat.

And why would your love for Costco even be one-sided? Why would you be so indiscriminate, when they lie to you all the time?

At Costco, they set traps for you everywhere! They're USING you, like fools:

- 1) first time they lied – with the purpose of the receipt checking,
  - a. when people clearly feel accused,
  - b. but all the employees deny it in words, while detaining people in deeds;
- 2) second time they lied – about
  - a. not running advertisements,
  - b. while being widely promoted by the media and the politicians.
- 3) Third time lied about not having cameras.
- 4) Fourth time they lied when they camouflaged their undercover agents as “shoppers”.
- 5) And what do you call that numerous dishonest selling tricks? When exhausted, barely conscious, you stop by after work just to get some essentials, why on earth you have to run miles looking for items they hide in different places to make you buy more, and for prices you didn't expect?

Look at what they contrive:

- *“One trick Costco uses is to constantly rearrange the store. **They tend to move products around**, in order to keep shoppers guessing. That can be kind of frustrating for shoppers, and maybe **getting a little tempted to buy more** than you need. It can be a bit of a trap.”*
- *“Also, because you're in a bargain store, **you might assume that everything costs less** than it might somewhere else. But **that's not always the case.**”*
- *“Costco **creates a sense of urgency.**”*
- *“They're hanging out samples as you shop, to keep up your strength.”*
- *“The more you taste, all those things fit into keeping people in the*

store, ***creating these opportunities to spend*** money.”

- *“When I go to Costco, when I go with a list on a mission, and I come out with a trampoline and a case of a corn nuts.”*
- *“They know everything! Everything!”*

You’re so used to forgive them these little tricks. But YOU don’t cheat them! You even pre-pay them a year ahead for your shopping. Why can’t THEY be just honest with you, and keep it down to what you came there for: to exchange your money for their products. But they always want more. Is there a limit to the business greed?

And therefore, at some point, your naiveté becomes stupidity. As George Bush quoted,

- *“There is an old saying in Tennessee, ‘Fool me once, shame on, shame on you. It fool me, we can't get fooled again.’”*
- Or what the original saying is: *“Fool me once, shame on you; fool me twice, shame on me.”*

If these businessmen have cheated you with these tricks and the others, how can you trust them with the rest - with food quality, with prices, and with policies? This organization that had transgressed in so many ways! Why would you even allow them to insult you at your exit? Why wouldn’t you, even out of basic reciprocity, tell them: *“Keep it down to transaction, please!”*, and:

- *“I didn't sign for obedience training!”*

Remember, even the Costco’s founder himself ridiculed those of you who allow all those restrictive rules instilled in your mind, without questioning them or trying to work around, when he said:

- *“A substantial number of unwritten rules and guidelines become programmed in a person's mind concerning things that can't be done. If something that was attempted didn't work, it's not tried again.”*  
(Sol Price, Founder, Price Club, March 1989, by Coriolis Research)

g) Solutions

So what should have you done with that abusive Costco relationship?

1. First and simple – take your business away from this wicked institution. Shop somewhere else; shop online. You'll only win –
  1. By avoiding getting tricked into buying what you don't need,
  2. By avoiding indoctrination and preserving your self-worth,
  3. By promoting healthy business competition, by reducing Costco's monopoly effect on the market.
2. If you want to continue using Costco, then influence them to become better. Having paid for their membership, you shouldn't feel obliged to obey those rules that don't pass common sense.

Remember:

1. Following of the Moral law must always be your number one priority.
2. Costco gives you all the reasons to change your initial promise whenever you feel they ask for too much.

*“Loyal obedience to ‘authority’ is nothing more than a pathetic attempt to escape the responsibility of being human and reduce oneself to an unthinking, amoral, programmable machine.”*

*(Larken Rose, “The Most Dangerous Superstition”)*

Therefore remember this.

*“**Don’t swear at all**, neither by heaven, nor by the earth. Neither shall you swear by your head, because you can’t make one hair white or black. But let your communication be: ‘Yes’, or ‘No’, for whatsoever is more than these comes of evil.”*

*(The Christ’s teaching)*

5) Ideology. Use of Orwellian language. Helps create cognitive dissonance

*“Control the manner in which a man interprets his world, and you have gone a long way toward controlling his behavior.”*

*(Stanley Milgram)*



The governments invest heavily in propaganda, which constitutes the official manner of interpreting events, from the point of view of the control pyramid.

Language provides numerous terms to pinpoint this type of morality: loyalty, duty, discipline, - to refer to the degree to which a person fulfills his obligations to authority.

Euphemisms are used to guard the person against feeling the moral implications of his acts. At Costco, they avoid providing the true reasons for their abusive policies. Instead, they use “product shrink” as a euphemism for “theft”, to make the accusations easier to be performed by the employees. Here’s what Larry Pifer, Costco’s regional manager, explained on the phone with us:

- *“OK, the reason is ... the product control point, for shrink.”*
- “For what?” (I couldn’t believe I heard that at first)*
- “For shrink!” (repeated Larry)*

Although if their problem was literally ‘shrinking’ of the products, why would they search for a solution in my receipt, and not in air conditioning?

The words of their mouths have completely lost their meaning. Observe this inexorable hypocrisy in the following dialogues!

- *“I wanted to get touch-based.”* (When she meant: *“to interrogate”*.)
- *“Have you heard of presumption of innocence?”* - *“Oh, I believe you’re innocent.”*

Yet, she keeps showing her concerns about the products coming out of the store:

*“They still didn’t show their receipt?”* - *“No. And they’ve already loaded that in the car.”*

*“So, what did you guys just took out of the store without showing your receipt?”*

This is clearly a euphemism for *“What you’ve just stolen?”*

After that, would you believe her reassurance?:

*“Oh, I believe you’re innocent.”*

- *"So, you're calling me a thief?"*  
*"I am not calling you anything."* (But demonstrated that!)
- *"I just need to see your receipt."*
- *"Did those words come out of my mouth?"*  
*"Then why you're holding me?"*
- *"Why you're assuming..."*  
*"I'm not assuming."* (Again, the denials in words controverts their actions. Such dishonest rhetoric goes on and on...)
- *"You're basically assuming that we're stealing."*  
*"No. I don't. I just..."*
- *"Basically, by doing this, you're accusing me of stealing of something."*  
*"I'm not accusing you."*  
*"Okay, well then get the fuck away from me."*
- *"No, but what's the purpose?"*
- *"Last time they told us: we're checking for thieves."*  
*"No, that's not, we're not, that's not right."*
- *You're lying for money."*  
*"How am I lying?"*
- *"When you'll start trusting people? So, you're saying we stole these machines and just go? "*  
*"No-no, we don't say that at all. Absolutely not. We just we need to see your receipt."*
- *"Why you're calling me a thief?"*  
*"He didn't. He didn't call you anything."*  
*"Then why do you stop me?"*
- *"Why? You're calling me a thief?"*  
*"I'm not calling you a thief."* (But you treat me like a thief!)
- (Here, if she's saying she's not stopping honest people, but she's stopping us, it means she's calling us dishonest!)
- *"I'm not stopping honest people."*
- (And here, they even pretend it's not them who raise the conflict here:)
- *"I'm sorry. Is anything happened? Was anybody rude with you or something?"*

- "You are rude right now."*
- *"This is one of our store managers, sir."*
- "Are you going to use force? "*
- "No."*
- "But we need to see the receipt."*
- "I'm not going to show it to you."*
- "Well, if you're not going to show it to us, ..."*
- "Are you using force against me?"*
- "No."*
- "Then I go."*
- "We're going to keep the product, though."*
- "You're using force against me. Yes, you are. I'm going to push it. And you're using force. You're using force. You're using force! You're violent people!"*
- "We just want to see the receipt!"*
- (Then they fill the air with a stream of pollutants, meaningless, and mean after all they did to us, regardless of how nice they pretend to sound:)
- "Have a good day! Have a nice day!"*
- "Psycho!"*
- *"Thank you!"*
- "Oh, no, thank you, yeah, - keep running your mouth."*

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*"Woe unto you, hypocrites! For you are like whited sepulchers, which outwardly appear beautiful, but inwardly are full of dead men's bones, and of all uncleanness. Even so you also outwardly appear righteous to men, but inwardly you are full of hypocrisy and iniquity."*

*(Matthew 23.27-28)*

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In "1984" by George Orwell, the state's Thought Police was feeding apathetic citizens a barrage of non-stop propaganda. The same way, at Costco they use NewSpeak to dress their "Costco policy" lies.

- *"The propaganda efforts - they **were called "propaganda" in those days, it was more honest use of terminology...**"* – says Noam Chomsky referring to Edward Bernays' experiments.

In "1984", they justified the regime of repression by contending that this was for the people's own good. At Costco, they justify their Nazi approaches by the "business needs" enforced "for your benefit", as they refer to themselves as lower cost providers; which as we saw is a lie. As if the fact that they benefit materially more than any other one individual, is inevitable in the situation and not an indictment.

In "1984", Orwell saw "the possibility of enforcing not only complete obedience to the will of the state, but complete uniformity of opinion on all subjects." At Costco, we see the enforcement of the complete obedience and conformity on practice:

- *"That's **our policy that we always** check receipts."*
- *"The policies and procedures are **for everyone**."*

The Costco employees became already de-humanized to the degree that they appear to believe what they repeat. They've switched off their own thinking as humans, and become more like robots:

- *"You're rotten, and you're zombie, and a robot!"*

This is the result of the company's life-long training. Now,

- *"Imagine that you have a hundred and twenty thousand loyal ambassadors out there!"*

## 6) Employee training. The system of promotion

*"Tyrants, in order to strengthen their power, have made every effort to **train their people in obedience and servility** toward themselves."*

*- Etienne de la Boétie*

It's well-known that the government has adjusted its propaganda to meet all

levels of intelligence and knowledge, in all spheres of human activity. Their organized, centralized power controls

- schools,
- media of communication,
- public opinion,
- they've admitted that "the CIA has infiltrated 100% civil organizations."

The system of government is set up in the way that indoctrinates a human into obedience from early childhood.

- A **parent trains the child** to comply with authoritative injunctions per se.
- As soon as the child emerges from the cocoon of the family, he is transferred to an institutional system of authority, the **school**. There, the child learns how to function within an organizational framework. His actions are regulated by his teachers, and are subjected to the discipline and requirements of a headmaster. The student independence is severely rebuked and he quickly learns that deference is the only appropriate and comfortable response to authority.
- The first twenty years of the young person's life are spent functioning as a subordinate element in an authority system, and upon leaving school, the male usually moves into either a civilian job or military service.
- The entire aim of **military training** is to reduce the foot soldier to the state of automatons, not of individuals.
- On a job, employee learns that an underlying posture of **submission is required for harmonious functioning with superiors**.
- Throughout the whole life, daily **media** continues to brainwash with hoaxes and twisted opinions, all set up to instil obedience and affinity for the government.
- Big businesses contribute by putting the policies of **obedience in practice**, as Costco does it with its receipt checking procedure.

At Costco, with the incessant **training of employees** into functioning within

the organizational structure, and **training visitors** into the obedience to rules in general, make people internalize the obedience to authority, which then gets reflected in all areas of their life. The results are obvious - no one around us had guts to stand up and support our objection to Costco's immoral rules and procedures.

To indoctrinate and de-sensitize the agents of their institution, the company engages what they call "education" at all levels. The people "**educating**" programs include:

- vocational education,
- apprenticeship training,
- and foremanship conferences.

Although it's well known that no large company's, or **governmental, employee-training program** is free of the **ideological coloring**, they create their programs **in the name of the people's own values**, with billboards proclaiming "*What's Good for Industry Is Good for Your Family*," and deftly **selling themselves** as "*trustees*," "*guardians*," "*the people's managers*" of the public interest.

- *"Our views and our culture isn't the most important thing, it's the only thing."*

(Jim Sinegal, Costco's CEO)

- *"Teach, teach, teach! You are the future in terms of developing people for this company when I'm long gone, and when some of you are gone."*

(Costco Managers' Conference 2015)

But these teachers, underneath all the **moral clothing** they use to cover their acts and motives, are driven only by greed. And:

*"You can recognize false teachers by the same signs we use to recognize good tree from bad - by its fruits. If their teaching does not have a contempt to the temptations of this world, nor renunciation of ourselves, no mercy and love for all without distinctions, - that can't be humanistic teaching, and they are false teachers."*

(Lamennais)

7) Allows for tyranny. Abusers of power. Cult of personality. "Demi-God". Blind "worshipping".

*"....The vices of rulers and the ineptitude of the people would speedily bring about its ruin; and **the nation**, weary of its representatives and of itself, would **soon return to stretch itself at the feet of a single master.**"*

*(De Tocqueville, Democracy in America)*

With all policies in the hierarchical organizations emanating from the control above, and the benevolent or "patronal" position of the businessman largely taken care of by official government propaganda, they create the fertile conditions for the growth of **dictatorial power**.

## 1. Divination of Costco

*"Tyrants, in order to strengthen their power, have made every effort to **train their people** not only in obedience and servility toward themselves, but also **in adoration.**"*

*- Etienne de la Boétie*

Knowing the influence of celebrities on masses, the abusers of power develop cults of personalities.

In their efforts to manipulate public opinion and increase the influence on masses, they idolize Costco and its CEOs:

- *"**Sol Price was considered a demigod** in retailing circles..."*

*(from*

[http://www.coriolisresearch.com/pdfs/coriolis\\_understanding\\_Costco](http://www.coriolisresearch.com/pdfs/coriolis_understanding_Costco)

- *"Sinegal is something of a god. And the warehouse - something of a god sent."*

*(Tribute to Jim Sinegal)*

- *"Store openings were regal events, often with a visit by the home country prime minister."*

(from

[http://www.coriolisresearch.com/pdfs/coriolis\\_understanding\\_Costco](http://www.coriolisresearch.com/pdfs/coriolis_understanding_Costco)

- *"This is like coming to church on Sundays! This is a religious experience (Tribute to Jim Sinegal)"*

Add to those the media high priests like Anderson Cooper, and you have the whole bandwagon of Costco divination:

- *"A couple of years ago I went to my first Costco, in the Long Island. And it was a **revelation** to me. It was like a cheap gates **Heaven** to me. It was really what my idea of the Heaven is."*

Some of their hype sound like a threat already:

- *"Look, you bet against Costco - you're betting against America."*  
(from video Jim Singal, retired Costco CEO, speaks at LMU's College of Business Administration)

Congratulations with the new church of Costco! - showing all the essential religious attributes:

- a dose of weekly hypnosis (*"This is a religious experience!", "It was a revelation to me."*),
- divinizing of their leaders (*"Sinegal is something of a god."*),
- idolizing their signs (*"What does the sign says?"*),
- and the persecution of heretics (*"You bet against Costco - you're betting against America."*)

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*"The cult of personality phenomenon refers to the idealized, even **god-like, public image of an individual, consciously shaped and molded through constant propaganda and media exposure."***

*(Thomas A. Wright, "What is character and why it really does matter")*

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The cult of personality generated for Costco's founders was similar to those created for [Adolf Hitler](#), [Joseph Stalin](#), and [Mao Zedong](#):



- "...And during the few moments that we have left, ...**We want to talk right down to earth** in a language that everybody here can easily understand." ([Malcolm X](#))

History shows some bizarre forms the cult of personality took.

In 1972, the Russian people started having heart attacks at nights, scared by the luminescent picture of dead Mao Zedong in coffin, appearing in the dark, on the rugs they brought from China. To such extremes they took the promotion of the communist leader in China, even after his death!

But don't think the modern 'democratic' American society is far from it!

8) Prime example: Costco threatens to arrest us for speaking out.  
What kind of democracy is this?

The tyrannical powers are already showing up here! Their willful, capricious, and dangerous power shows whenever you voice a disagreement with their wicked rules.

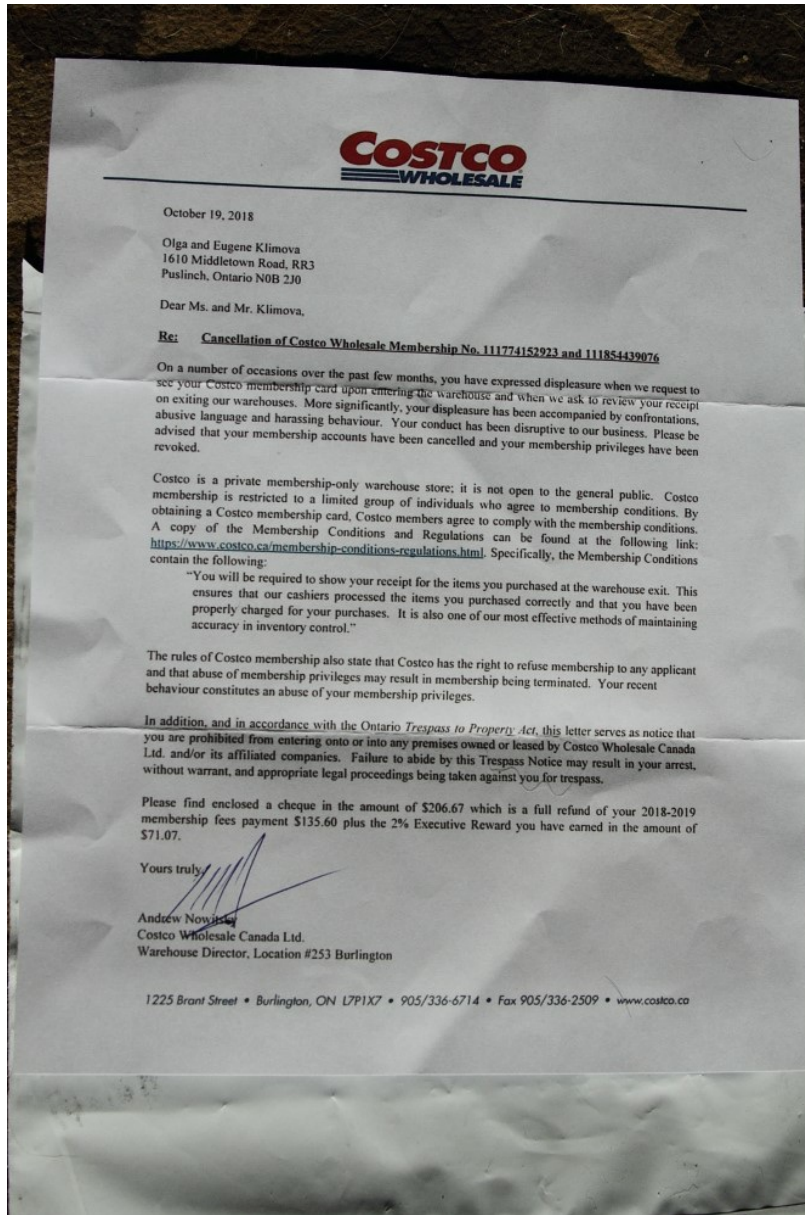
This document we've received is stating that Costco threatens to arrest us for speaking out, after we refused to follow that unreasonable requirement to show our receipt.

After 15 years of doing our honest business with them, - as soon as we raised the issue that is negatively affects millions of souls, they're treating us like criminals!

They've humiliated us in front of everyone with their distrust. Like bandits, they attacked us! They ripped the cart with our purchase from our hands. Even after receiving first-hand confirmation from the cashier about our payment, they didn't let us go – that much blood-thirsty they've become! They gathered an army around us preventing our way out, but blamed that "disturbance" on us. And, after all the humiliating, harassing, and damaging our reputation, they've never apologised! Instead, they now threaten us

with a physical arrest!

Have we suddenly become a danger? To whom? To the government? Then, it's a political case! Right here, in the "best democratic country in the world", as they market Canada, we're being politically prosecuted!



## The Threat from Costco

The letter from Costco to us is unfair, arbitrary, ungrounded, dubious, slanderous, inciting to accusing us in what we haven't committed or intended to, and untrue.

Here's what they write:

- *"On a number of occasions over the past few months, **you have expressed displeasure** when we request to see your Costco membership card upon entering the warehouse and when **we ask to review your receipt** on exiting our warehouses."*

This letter is unfair:

This statement is unfair, because how could we be "pleased" for being suspected in theft, which we never engage in, without fair investigation, and for being held hostages even after the investigation!

- *"So, was there a theft or no?"*  
*"No, there wasn't."*

Their statement is also untrue, because they didn't just "ask to review our receipt", but physically rip the cart from our hands!

- *"You're using violence!"*

This letter is dubious:

*"More significantly, your displeasure has been accompanied by confrontations, abusive language and harassing behaviour."*

It uses passive voice, to omit from whom the confrontations, abusive language and harassing behaviour emanated. We were stopped on our way home, not the other way around. The only words they could blame us for were our addressing the agents' conscience and raising the sense of morality in them, which can never be confused with an 'abuse', because if that made some confronters uncomfortable, but that could only be seen as a good sign. Because our judgement is rightful, it can only save, not harm. As Christ told,

- *"My judgment is true, for I am not alone, but the Father has sent me."*  
(John 8.16)

Let our footage, and this video, be the evidence of our intentions.

This letter is biased:

*"Your conduct has been disruptive to our business."*

They clearly fail to notice here how disruptive Costco's business became to

human souls! Aren't everyone's job to be a human, before anything else? What is more important – human life, or food and money hunting? Shouldn't we all be focusing on cultivating real human values - honesty, integrity, kindness, and love to people? And only after we learn to live like humans, we could run some businesses, without overvaluing them above human values!

This letter is also presumptuous:

*By saying: "Please be advised that your membership accounts have been cancelled and your membership privileges have been revoked."*

It's patronizing and pretentious, by depicting Costco stores to be people's benefactors giving away the "privileges" the rest must be grateful for! As if a business can exist without customers!

This letter makes an arbitrary statement:

*"Costco is a private membership-only warehouse store; it is not open to the general public. Costco membership is restricted to a limited group of individuals who agree to membership conditions."*

The only valid "condition" can be between a buyer and a seller is an honest financial transaction.

But this letter is mixing the definitions here again. And the use of the term "private" for this ever growing humongous marketplace with wide-open hours and 100 million customers world-wide, is arbitrary and absurd! The same trick the governments use by claiming their "private ownership" over all land on Earth! To which Ralph Waldo Emerson wrote:

*"I find this vast network, which you call property, extended over the whole planet. I cannot occupy the bleakest crag anywhere, but some man or corporation steps up to me to show me that it is his. Was there some mistake in my creation? Have I been missent to this earth, where all the seats were already taken?"*

*(Ralph Waldo Emerson)*

Are we being stupid, or, those who claim such nonsense are insane?

*"The world is run by insane people."*

*(John Lennon)*

With this arbitrary use of terms “private” and “limited”, Costco also forget that they’ve pushed other suppliers out of market, and so they must, at least out of basic sense of morality, to not discriminate the consumers whom they’ve deprived of choices. Instead, by aggressively domineering the market, Costco blatantly declare their autocracy over it.

In their hypocrisy, arrogance, and inhumanity, they even dare to fabricate a benevolent image of themselves, with their incessant donations! But to whom they’re donating? They donate to the government, which is in fact a bribery, and they donate to the preposterously unbelievable causes like hungry children of Canada – that's been the case when they’ve made a poor employee wear that ridiculous bacon suit for.

They create campaigns to profit from, and trumpet of them, promoting themselves at the expense of others.

At Costco they show their real face when they all jump to attack a messenger of truth, who calls them and others to follow real human values, - kindness, respect, but not the forceful rules! They immediately abandon the “benevolent” image they used to wear, and rescue to violence, to get rid of the light of morality, afraid to have their dark deeds be exposed.

The deceiving premise of protecting the private property protects their wicked policies!

And the government reinforces them. Last month, we’ve had a chance to record that unconditional support of the police to businesses and against citizens – we’ve shown that in our video, where the police has arrested a customer representing no physical threat to anyone, at a mere caprice of a store manager.

The questions arise here:

- What do people need the government for, if it doesn’t even regulate the market’s fair relationship between the abusers and the abused?
- Where is all that protection against a discrimination the government was trumpeting about?
- What do people pay taxes for, if they just make the armed forces stronger, to be used against the taxpayers?

Next, this letter is inciting to accuse us in theft:

*“You will be required to show your receipt for the items you purchased at the warehouse exit. This ensures that our cashiers processed the items you purchased correctly and that you have been properly charged for your purchases.”*

It is a hint again that we might have something in our cart that cashier hasn't processed, and we're omitting. What does it tell about our morals? They just keep insulting us!

Then, the letter is untrue when saying:

*“It is also one of the most effective methods of maintaining accuracy in inventory control.”*

Earlier in this video, we've already debunked this premise. We've shown that this can't possibly be an “efficient” method, because:

- the cost of manual labor unreasonably exceeds all other means of inventory control,
- it's error-prone,
- it's redundant and wasteful, as Costco already use multiple points of control, cameras and undercover loss prevention teams.

And the truth doesn't need re-assurances. By re-assuring that to be “the most effective method”, they are overcompensating for the lie.

This letter is also slandering:

*“Your recent behaviour constitutes an abuse of your membership privileges.”*

By disciplining mature people for their “behaviour”, they're patronizing us, only without parental love and justice. They can't discipline people, because they don't know what's right and what's wrong themselves!

This letter is a threat!

Finally, this letter jumps to threaten us!

*“In addition, and in accordance with the Ontario Trespass to Property Act, this letter serves as notice that you are **prohibited from entering** onto or into any premises owned or leased by Costco Wholesale Canada Ltd. and/or its affiliated companies. Failure to abide by this Trespass Notice may result in*

*your **arrest, without warrant**, and appropriate legal proceedings being taken against you for trespass."*

What they're going to arrest us for? What are we guilty of? Of standing up for morality, integrity, dignity of a human being? What danger do we represent, to be captured physically and put in a cage, as they do that to other living creatures? No one animal does not do that to each other, though, beside humans!

Why are they making threats - instead of even attempting to address, or alleviate, the disagreement, by taking the customer concerns into consideration, reviewing the way they run business, and finding a better way of meeting both business and customers' needs?

The fact that they're rescuing to lies, false accusations, and the threat of physical violence, only **proves the ferocity of their deception, and their malevolent intentions**.

- At the end, this letter proves being hypocritical. After all the false accusations, insult, threat, and an uncompromising attitude the director signs the letter with their consistently two-facedness:  
"Yours truly,  
Andrew Nowitsky"

How can he be "ours"? And especially how he can be "truly", if he just flipped upside down all that camera recording clearly shows?

What is this final phrase demonstrates? That what a cold-blooded liar he become, grown within this structure and into this structure.

If this letter doesn't alarm you, folks, nothing else will. With this arrest threat, they now explicitly exercise their power of despotism over free thinkers.

Is that what they call a "democracy", or a "freedom"? The place where they arrest people for speaking out, or in their words, for "expressing a displeasure" with their exploitative rules?

Because if Canada is indeed the "police state", then they should openly say so! Declare that honestly that we're not allowed to use our minds, our

voices, our words – all that distinguishes humans from animals!

But you can't call that social order a "democracy". It is rather a "demonic-cracy", or even a billionaire Jews-clan-cracy over the billions of trusting oppressed people!

## 8. Morality and religion

The ruling class wants us to be their robots. But what makes us Homo Sapiens is our ability to think.

*"What makes us different than all other life forms? It's the ability to think, the ability to use our mind, the ability to process ideas and not just operate by instinct."  
(Jim Rohn)*

Humans aren't supposed to be driven just by the instinct of self-preservation.

That's why those like Costco's customers were ridiculed in Seinfeld's "Soup Nazi", which showed an example of the slavish submission to a proclaimed authority. In favor to a perceived benefit, people give up their dignity, values, self-worth.

Just like in old Bible's story Esau **despised his birthright by selling it for a soup of lentils**, in Seinfeld or at Costco most people choose to keep their mouth shut, or "no soup for you!"

By obeying the "policies" like Costco's receipt checking obedience training, people trade God and their birthright - morals and dignity - for a bowl of soup – a set of temporary carnal gains offered as a bribe.

How do people become so cowardly and submissive?

- Why only *"the few of us who have had the backbone to stand up to*



***receipt Nazis?"***

- How come ***"the very same citizens who decry the civil right abuses will happily stand silently among a line of sheeple waiting to be searched?"***

*"How it happens that nature fails to place within the hearts of men a burning **desire for liberty**, a blessing so great and so desirable that when it is lost all evils follow thereafter?"*

*- Etienne de la Boëtie*

It happens because people are taught to believe there's no meaning in human life. Without direction, they float on the waves of whatever comes.

We asked Costco employees about their values, and here's what they answered.

- *"Do you believe in God?"*  
*"No."*
- *"Do you believe in something, in yourself, in morals?"*  
*"Well, yeah, but I don't..."*
- *"But what about your conscience?"*  
*"I have no problem checking receipts of members who shops here."*
- *"So, you have no problem of evil and goodness."*  
*"I don't think it's evil."*
- *"You forgot what God is."*  
*"I don't know who God is."*
- *"You have to learn. God is within you. God is love."*  
*"God is the whole other discussion for me. I'm my own person."*
- *"Then you're living for your body, and at the end of your body's life, you will be perished."*
- *"If that's gonna happen. I believe what I believe. And I'll be fine..."*
- *"All our members..."*  
*"I don't care! They are all sleepy people. They are brainwashed. You, too! He did moral thing. He stepped out of the way. He doesn't want to use force. Because he knows what God is. And you don't! God is love!"*

You might ask, what does the topic of obedience policies have to do with God? The truth is: everything.

On the deeper level of understanding of human life and of all the accompanied events, our every step is always determined by our religious, or moral, awareness. When people have lost touch with their conscience, they easily disregard its calls, and they stumble at every step, because they lack the principles that are supposed to guide their every decision. Then they start listening to the strangers instead of themselves, and that's what the government wants.

Only when people understand that they are more than their bodies, realize the purpose of their existence and understand of the danger of allowing anything to stand between them and God-spirit, which lives in everyone's soul, they won't be ducking to the authorities like in Costco.

Remember where did you learn that there's no God, no Higher Power? At the same government institutions, didn't you? Most people are indoctrinated into atheism from schools and fake science claims.

Do you really believe teachers claiming that all this harmony of the Nature was created by a blast? Have you ever seen anything good coming out of blast or fire, rather than ashes?

*"In the nature you see everything is organically interconnected, everything fits, everything is in harmony. How come it's only human life is thought of having no meaning, no purpose?"*  
(Lev Tolstoy)

All the greatest thinkers of humanity – including the most advanced scientists like Newton, Darwin, Einstein – have come to realization that there definitely is a Higher Power.

- Isaac Newton believed in the higher Spirit. He asked "not ascribe to him the notion Gravity," as he proved that without supernatural power the official theory of motion of celestial bodies would be

impossible.

- Charles Darwin came to regret he didn't take enough time to understanding of the Creation.
  - o "The conclusion was strong in my mind when I wrote the Origin of Species; since that it has very gradually become weaker. The doubt aroused – could the mind of man be developed from a mind possessed by the lowest animal?"
  - o "In my most extreme fluctuations I've never been an atheist in the sense of denying the existence of a God."
- Albert Einstein, after all his scientific research, became convinced that
  - o "a spirit vastly superior to that of man is manifest in the laws of the Universe,"
  - o and due to "serious weakening of moral (=religious) thought and sentiment, together with the terrifying efficiency of the new technical means, the barbarization forms a fearful threat for the civilized world."
  - o "A leader or ruler or a privileged class whose position rests on other factors combines priestly functions with its secular authority in order to make the latter more secure; or the political rulers and the priestly caste make common cause **in their own interests.**"

The Higher Reason speaks from within us, and that is the only One we must obey.

Einstein wrote that:

- The denial of the Higher Moral power within us *"an act of intellectual high treason"*,
- **"The man who regards his own life and that of his fellow creatures as meaningless is not merely unfortunate but almost disqualified for life."**
- "Everyone who is seriously involved in the pursuit of science becomes convinced that a Spirit is manifest in the laws of the Universe - a Spirit vastly Superior to that of man."

So, if there is a Higher Power, then by disregarding the calls of your conscience, you are disobeying that Power that has created you and speaking through you. It means you're trading your Birth Right for carnal goods – which human authorities force or trick you to do. Thus, you're making yourself worthless to the Creator. By submitting to the human authorities, and by betraying of the God-given spirit and morality, you're failing your life.

The reason we've encountered such coldness in Costco employees, and indifference of passers-by is their lack of understanding of the purpose of life, and their indulging into own carnal cravings.

Einstein wrote:

- "It is the rulers themselves who strive actually to destroy that spirit of humanity."

That is exactly what we see with Sol Price, Edward Bernays, Sigmund Freud and their followers.

*"He that is not with me is against me; he that does not gather with me scatters." - Matthew 12:30*

They were right whey they said in the "Matrix" movie:

*"Anyone we haven't unplugged is potentially an agent."  
(The Matrix, movie)*

At Costco, we can see how middle or even low class people, because of the lacking of the moral foundation and faith, find themselves tightly plugged to the matrix of the government deception, and easily became the agents of evil.

That's why you need to learn to be smart about all that man-made stuff, and self-proclaimed human authorities. Learn to look at the world and situations through the eyes of God.

*"Be therefore perfect, as you Father in heaven is perfect."*

(Matthew 5.48)

Read the writings by the best, honest, and kind minds of humanity. Study the works by Lev Tolstoy. They're guarding his writings from you, for now known reason.

We can't help those of you who say "*my religion is my business*", we can't prevent them from going to waste. But when it comes to the massive indoctrination like this, when the evil souls prevent God's light from reaching the rest God's children, we cannot be silent.

People differ in the following.

*"Two things are mingled in humans: body in common with animals, and reason and intelligence in common with gods. Some people incline to the kinship that is divine and happy; but many – to the miserable and mortal. They say: What am I? A poor, miserable man, with my wretched bit of flesh. Wretched, indeed; but you possess something better than your bit of flesh. Why then do you neglect that which is better, and why do you attach yourself to this?"*  
(Discourses of Epictetus)

We wish you realize and follow the God's conscience in you, and not obey the human authorities. Then you could tell the Truth from the lies, the real from fake, the worthy from worthless, tell the eternal from ephemeral, tell the Heaven from Hell.

We were happy though to meet at least one person among Costco employees that hasn't lost his Human identity. We addressed him when he pushed our cart back:

- "You're using force! Man – listen to me, look into my eyes, you're using force!"
- And he did let it go! He listened to his conscience!
- "Good man. That's a good man. Thank you. Good man. That's a good man. Thank you. Appreciate it. You did the moral thing. He did moral

thing. He stepped out of the way. He doesn't want to use force.  
Because he knows what God is. And you don't! God is love!"

Take time to think about all that we have just shared with you. Let the accompanied video help (watch it at <http://www.earthlyfireflies.org/costco-government-obedience-training-institution>). Let these ideas, much of which must be new to you, sink into your mind – let them run through your logic and intuition.

And we'll just finish our story with the lyrics:

*"So, so you think you can tell  
Heaven from Hell  
Blue sky from pain  
Can you tell a green field  
From a cold steel rail?*

*A smile from a veil?  
Do you think you can tell?  
**Did they get you to trade  
Your heroes for ghosts?  
Hot ashes for trees?***

*Hot air for a cool breeze?  
Cold comfort for change?  
And did you exchange  
A walk on part in the war  
For a lead role in a cage?.."*  
(Pink Floyd "Wish You Were Here")

Truly yours,

*Earthly Fireflies*

<http://www.earthlyfireflies.org>.